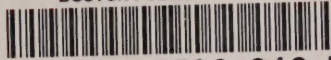


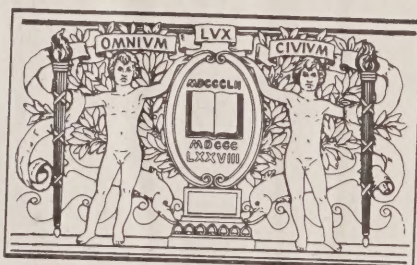
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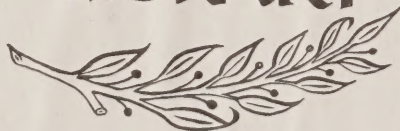


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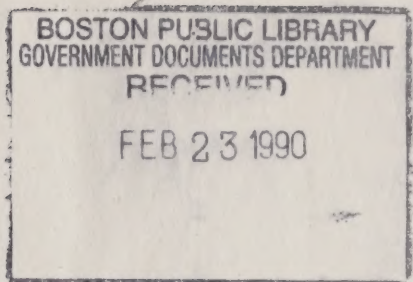




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RETAIL TRADE IN BOSTON:  
YESTERDAY, TODAY, AND TOMORROW

Frances Larson  
and  
Gregory W. Perkins  
Boston Redevelopment Authority  
Research Department

May 1981

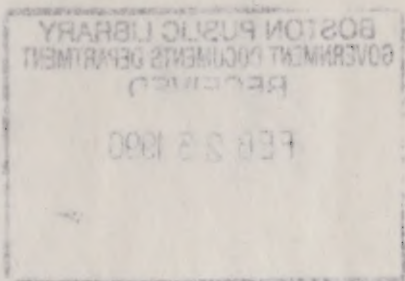
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City of Boston

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A. SUMMARY TRENDS OF RETAIL TRADE IN BOSTON

As the nineteenth largest city and the eighth largest metropolitan area in the nation, Boston is one of the most sizable retail markets in the United States. Metropolitan Boston, with sales of \$9 billion, anchors the New England region. The City of Boston is the center of this retail trade activity accounting for nearly \$2 billion in sales in 1977.

The period 1948-1977 is characterized by a significant but slackening shift of retail trade from City to suburbs due to the movement of population outward to suburban areas during the late 1950s through the early 1970s. The larger share of metropolitan retail sales in convenience goods, items purchased more often, reflects the trade activity that followed population movements.

Despite this metropolitan shift, a nationwide pattern as well, Boston has maintained its position as the major center of retail trade in the metropolitan area and the New England region. The total volume of City retail sales has generally declined from \$2.9 billion in 1948 to \$1.8 billion in 1977 (in dollars at 1977 prices). Expressed in terms of sales per resident, however, Boston has actually held its own. Regarding the composition of sales, recent trends show the growing importance of specialty goods as a percent of total sales. Since 1977 employment in retail trade in the City has marked some steady gains showing a gradual stabilization of the downtown retail core and the effect of renewed interest in downtown retailing.

Within the City there are two primary retail centers--the Central Business District (CBD) and Back Bay. Historically, the CBD has been the hub of the City's retail trade. Suburbanization has undercut the dominance of sales downtown and has changed the type of shopping that is done there. The CBD continues to perform as a vital though smaller center of department and

general merchandise stores. A gradual rise in the share of specialty goods sold in the CBD has occurred over the past ten years.

Back Bay has emerged as a new and growing retail center in Boston. It functions as an apparel center for the City with forty percent of Back Bay sales in clothing and restaurants claiming seventeen percent of the total. The new mall at Prudential Center, with two department stores combined with traditional and newer specialty shops along Boylston/Newbury Streets, has promoted the steady rise in retail sales.

In recent years the outlook for retail trade in Boston is looking brighter. Since 1975 the Quincy Market, Downtown Crossing, and Boylston/Newbury areas have brought renewed interest in the City as a place to shop and to enjoy. New retail development, now under construction or planned for the near future, shows the substantial investor interest in Boston. The constant volume of suburban shoppers, the steady flow of tourist trade, the increasing business employment downtown, and the new housing ventures on the Waterfront and in the City, lend credence to the outlook for growing retail trade activity.



SUMMARY TABLE  
TOTAL RETAIL SALES  
(1977 Constant Dollars)  
(in millions)

	1963	1967	1972	1977	1978	1979
City <sup>1)</sup>	2,358	2,475	2,307	1,832	1,843	1,878
Downtown			746	601	609	623
CBD	798	735	614	464	470	481
Back Bay			132	137	139	142
Rest of City			1,561	1,231	1,234	1,255
Downtown % of City			32.3%	32.8%	33.0%	33.2%
SMSA	7,562	8,361	9,697	9,271	9,484	9,596
City % of SMSA	31.2%	29.6%	23.8%	19.8%	19.4%	19.6%

1) 1977-1978-1979 Changes in Census Classification rules out comparison with 1972.

Chart 1

COMPARISON OF RETAIL SALES  
1948-1977

(1977 Constant Dollars in Thousands)

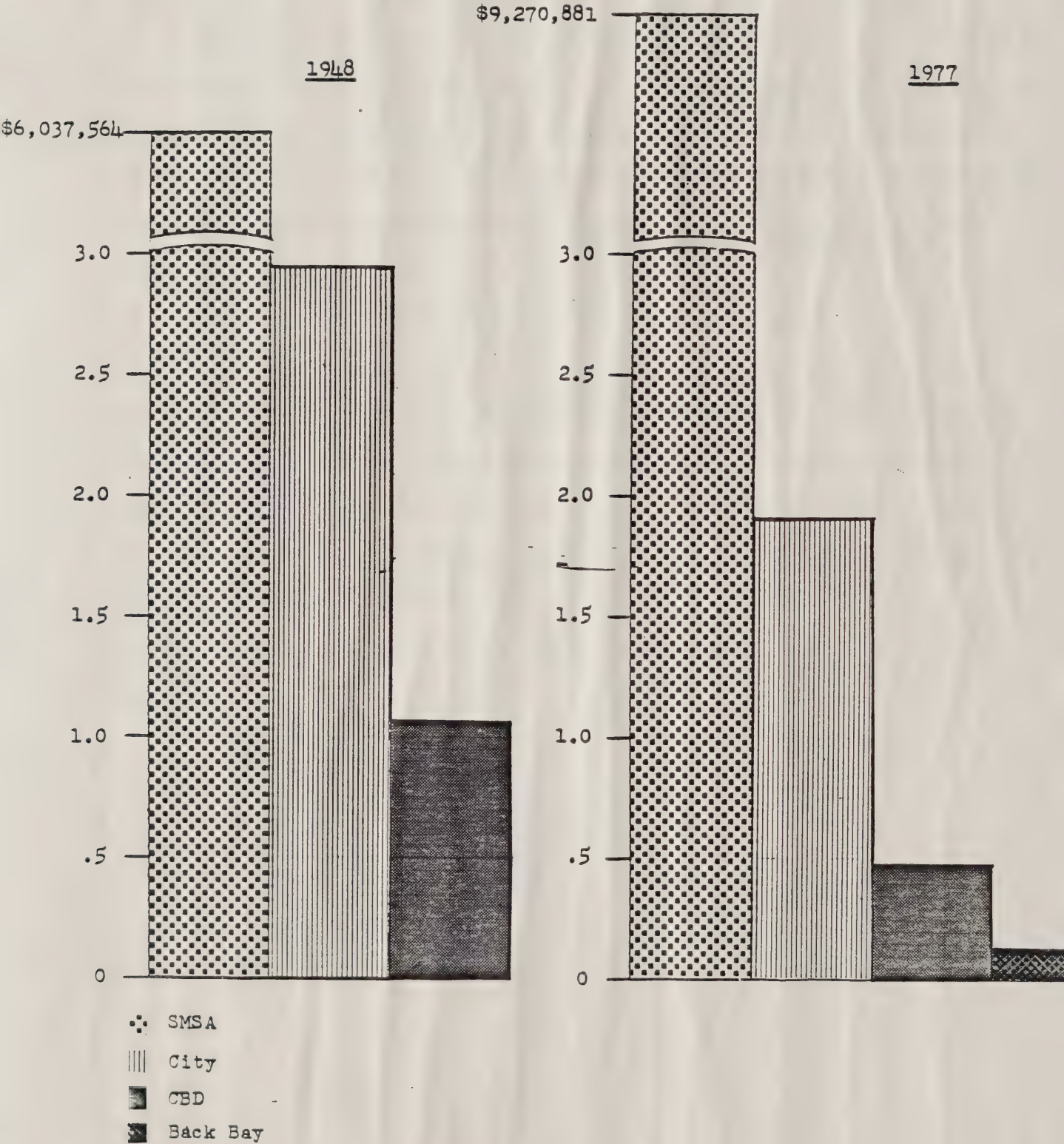
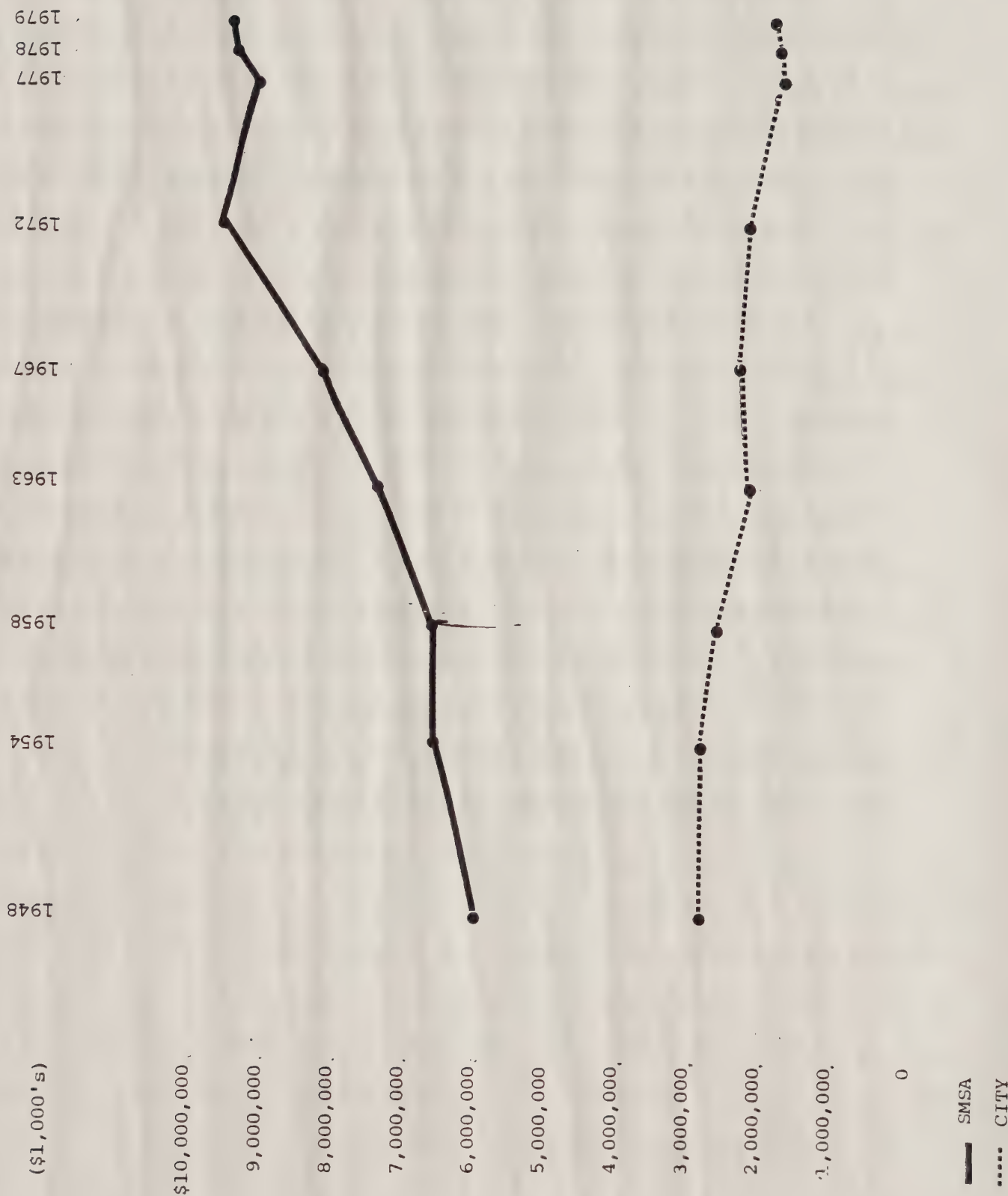




Chart 2

SMSA/CITY RETAIL SALES  
(1977 Constant Dollars)



B. SUBURBAN, CITY, AND DOWNTOWN RETAIL TRENDS

The thirty-year period, 1948-1979, shows the differences in the volume and composition of retail sales in metropolitan Boston and its subareas. Growth or decline of retail stores, employment, and sales, as well as changes in the relative sizes among the retail industries evolve over time for each area. Per capita income growth, population shifts, employment changes and other factors of where people live and work affect retail trade activity within and among the differing areas of the metropolitan region.

A general theme of Boston area retail trade has been the growing importance of suburban retail market compared with the City due to employment and population movements. The City, nevertheless, has remained a strong central node of retail sales by the specialization of its downtown sub-areas. An additional point is the growing share of personal consumption spent on specialty, luxury, and other "extras" reflecting an expected rise with personal income growth. Purchases of essential goods such as food, clothing, ~~and~~ other items of convenience and general merchandise remain large in size but have become a smaller share of total sales. This section highlights some major characteristics of retail trade for each geographic area together with a brief discussion of some reasons for the shifting patterns of retail trade activity.

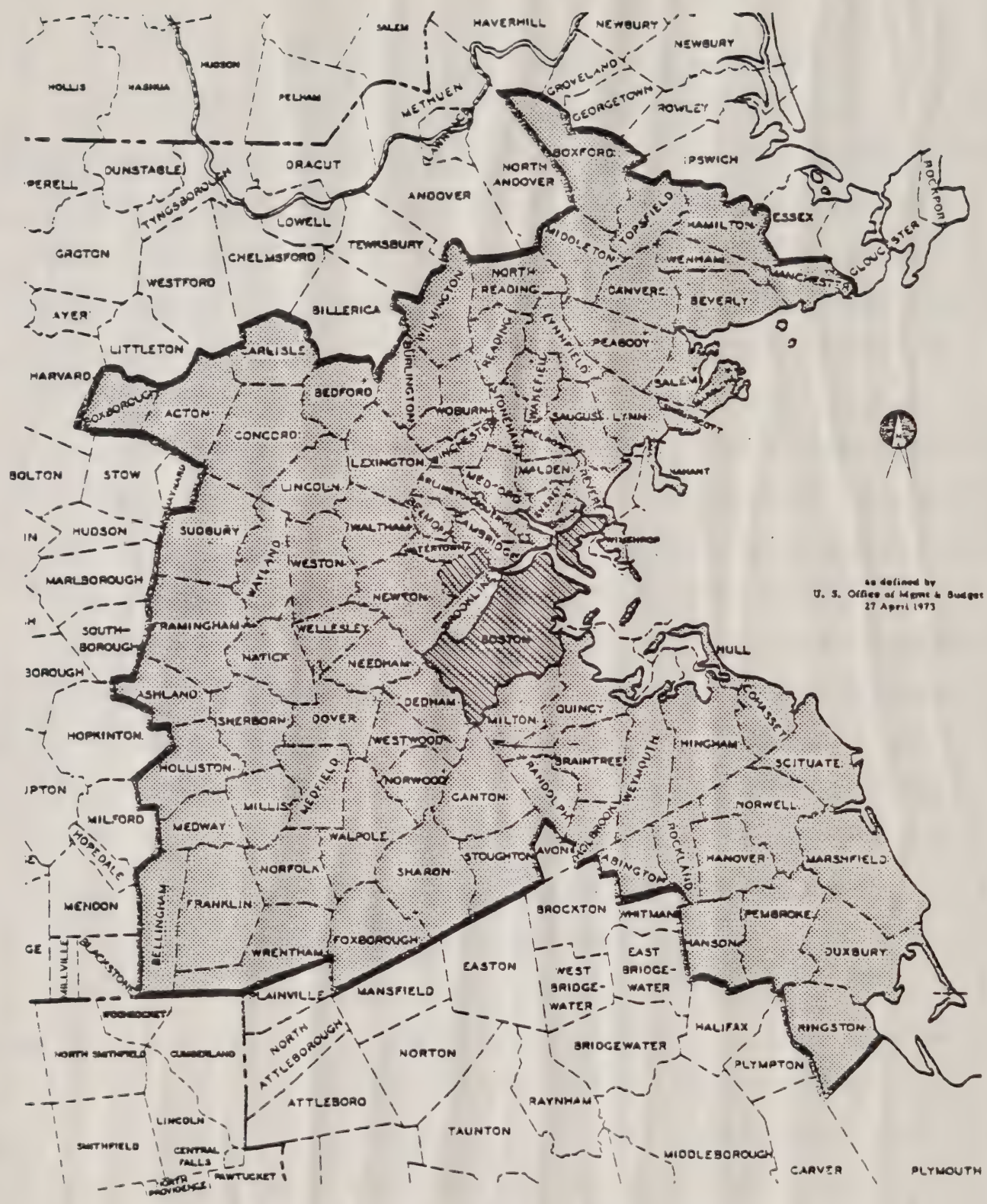


## 1. Metropolitan Area

Total retail sales volume in Boston's metropolitan area has risen from \$6 to \$9.6 billion since 1948, a sixty percent increase over 31 years compared with a population gain of about fifteen percent. The largest absolute increases in retail sales have occurred in automotive services, miscellaneous retail goods, and eating and drinking establishments. Chart 3 shows the difference in composition of sales in the Boston metropolitan area between 1948 and 1977. Whereas the retail sales of food, general merchandise items, and apparel formed over fifty percent of all sales in 1948, they combined to total less than 45 percent in 1977. Over the same period, automotive, eating and drinking, and specialty goods have grown in importance. The number of retail stores has actually fallen while employment has advanced in similar fashion as sales, reflecting the larger store size of more recent years, a nationwide trend. Productivity, measured by sales per employee, has remained relatively constant showing higher levels in industries selling expensive merchandise, such as automotive, building materials, and specialty shops and lower levels in stores requiring more labor, such as eating and drinking establishments and food stores.

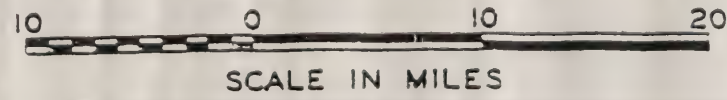
Retail sales and employment in Boston's metropolitan area has increased as population and total employment have grown in suburban towns and small cities surrounding Boston. The metropolitan retail market has expanded outward allowing the older commercial districts to grow in the number and size of stores and types of goods offered. An important fact has been the emergence of the suburban shopping center which has enabled the larger stores and specialty shops to locate in outlying areas. The growing metropolitan retail market and its changing composition of sales reflects both the growth of convenience and shopper goods to serve a larger resident populace and the growth of specialty goods due to the large rise in per capita income levels.

# Map 1 BOSTON SMSA



As defined by  
U. S. Office of Econ. & Budget  
27 April 1973

MASSACHUSETTS DEPARTMENT OF COMMUNITY AFFAIRS  
BUREAU OF REGIONAL PLANNING





SUMMARY OF BOSTON SMSA RETAIL SALES  
(1977 Constant Dollars)  
(in thousands)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Total Retail	\$6,037,564	\$6,767,248	\$6,977,823	\$7,561,759	\$8,361,231	\$9,696,798	\$9,270,881	\$9,483,944	\$9,596,480
Shoppers Goods	1,491,195	1,393,375	1,454,780	1,645,649	1,976,908	2,112,422	1,933,631	2,012,498	2,034,594
Convenience Goods	2,540,347	2,830,438	2,925,367	3,094,729	3,243,756	3,742,182	3,710,561	7,471,446	7,561,886
Specialty Goods	2,006,022	2,543,435	2,597,676	2,821,381	3,140,567	3,842,194	3,626,689	-	-
Mail Order	-	366,670	419,873	304,530	299,907	-	-	-	-

Note: Shoppers Goods

General Mdse  
Department Stores  
Variety Stores  
Miscellaneous  
Apparel

Convenience Goods

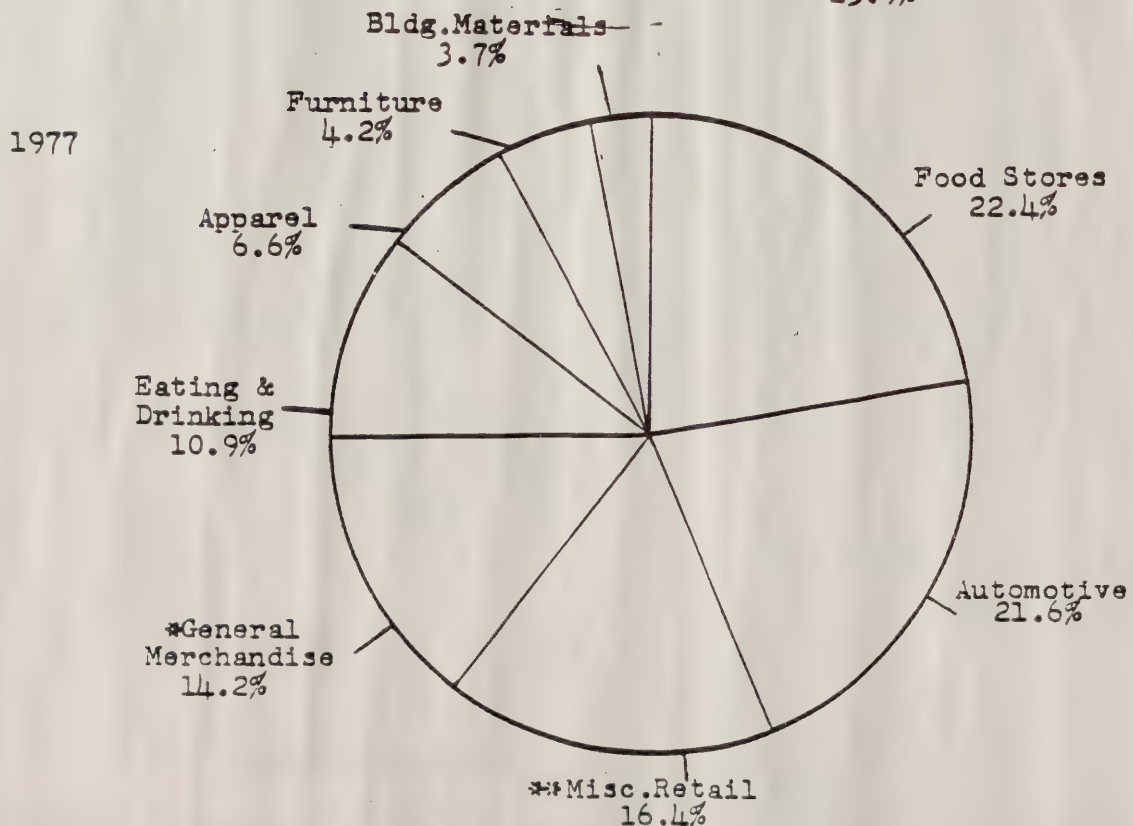
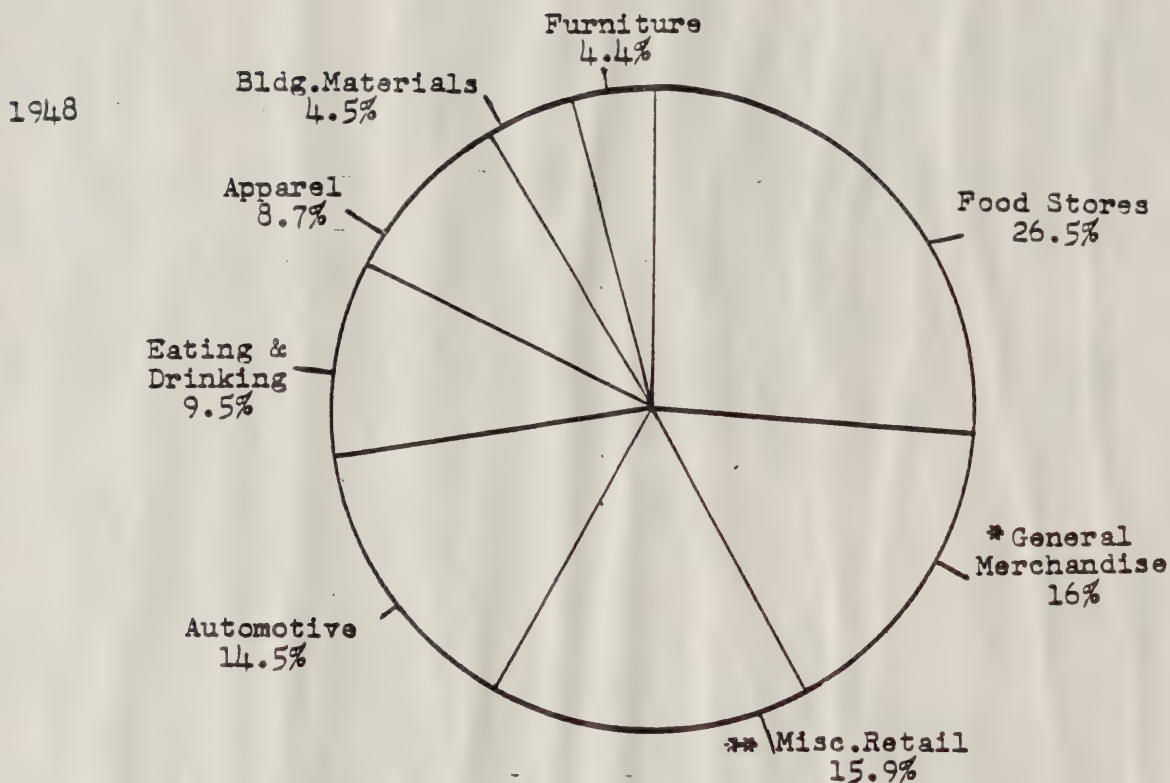
Food Stores  
Eating and Drinking  
Drug Stores  
Liquor Stores

Specialty Goods

Building Materials and Hardware  
Auto Dealers and Service Centers  
Furniture  
Miscellaneous  
Sporting Goods  
Jewelry  
Florists  
Etc.

Chart 3

SMSA RETAIL SALES  
(Percent Distribution)  
1948-1977



\*Dept. Stores, Misc. Gen. Merch., Variety Stores  
\*\*Drugs, Liquor, Jewelry, Sporting Goods, Luggage, etc.



Table 3

SHSA

RETAIL SALES IN 1977 CONSTANT DOLLARS  
(\$1,000)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	6,037,564	6,767,248	6,977,823	7,561,759	8,361,231	9,696,798	9,270,881	9,483,944	9,596,480
Mail Order	NA	366,670	419,873	304,530	299,907	NA	NA		
Retail Total	6,037,564	7,133,918	7,397,696	7,866,289	8,661,138	9,696,798	9,270,881		
52 Building Materials	269,520	329,169	305,431	274,178	270,313	353,506	345,705	355,523	398,882
525 Hardware	74,931	86,735	73,442	74,917	73,467	75,890	68,062		
52 (ex. 525) Other	194,589	242,434	231,989	199,261	196,846	277,616	277,643		
53 General Merchandise	967,683	856,096	909,291	1,117,126	1,392,747	1,457,256	1,321,049	1,347,758	1,344,809
531 Department Stores	786,363			912,501	1,171,716	1,231,347	1,064,027		
539 Misc. General Merch.	72,216	745,280	792,453	89,611	88,304	80,376	179,927		
533 Variety Stores	109,104	110,816	116,838	115,014	132,727	145,533	77,095		
54 Food Stores	1,601,071	1,823,350	1,797,660	1,873,779	1,891,704	2,135,397	2,072,242	2,005,798	2,044,389
541 Grocery Stores	1,112,250	1,470,388	1,500,120	1,665,483	1,650,190	NA	1,848,257		
Other 54	488,821	352,962	297,540	208,296	241,514	NA	223,985		
55 Automotive	873,210	1,302,450	1,312,721	1,562,563	1,746,775	2,054,236	1,998,509	2,004,786	1,920,927
55 (ex. 554) Dealers	686,353	1,026,817	958,567	1,163,250	1,290,943	1,517,357	1,400,860		
554 Gas Stations	186,857	275,633	354,154	399,313	455,832	536,879	597,649		
56 Apparel & Accessories	523,512	537,279	545,489	528,523	584,161	655,166	612,582	664,740	689,785
562,3,8 Women's Clothing/Access.	243,552	208,323	263,065	268,460	269,608	289,914	247,819		
562 Women's Ready Wear	194,835	NA	NA	161,332	195,337	264,322	228,327		
56 (ex. 562,3,8) Other Apparel	279,960	328,956	282,424	260,063	314,553	365,252	364,763		
561,7 Men's/Boy's, Custom Tail.*	101,150		104,247	106,694	NA	131,002	110,519		
564,5,9 Family/Child Access.*	95,250	238,370	89,973	71,403	NA	125,038	160,770		
566 Shoes	83,560	90,586	88,204	81,966	NA	109,212	93,474		
57 Furniture/Home Furn./Appliances	268,594	305,872	318,078	335,626	452,415	556,161	386,706	412,677	421,540
571 Furniture/Furnishings	172,984	198,184	181,254	188,231	214,238	265,166	247,983		
5712 Furniture	118,890	NA	135,295	138,838	156,915	182,727	151,533		
Other 571/Home Furnishings	54,094	NA	45,958	49,393	57,323	82,440	96,450		
572,3 Appl./TV/Radio/Music Gds.	95,610	107,688	136,824	147,395	238,177	290,995	138,723		
58 Eating and Drinking	572,154	585,942	649,481	684,092	785,404	955,156	1,010,683	1,060,336	1,094,814
5812 Eating	416,488	436,078	499,181	529,951	637,140	805,941	910,580		
5813 Drinking	155,666	149,864	150,300	154,141	148,264	149,215	100,103		
59 Misc. Retail (ex. Direct Mail)	961,819	1,027,089	1,139,672	1,185,872	1,237,712	1,529,916	1,523,405	1,632,326	1,681,334
591 Drug	202,933	221,891	242,496	265,249	269,059	285,854	308,201		
592 Liquor	164,189	199,255	235,730	271,609	297,589	365,775	319,435		
59 (ex. 591,2) Other Misc.	594,697	605,943	661,446	649,014	671,064	878,287	895,769		

\* SIC 567 (Custom Tailors) included in Mens and Boys 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.

1. Includes sales not classified by detailed kind of business.

2. 1977-8-9 change in Census Classification rules out comparison with 1972.

Table 4

SWSA

RETAIL SALES IN CURRENT DOLLARS  
(\$1,000)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	2,261,260	2,855,379	3,245,499	3,819,070	4,671,079	6,828,731	9,270,881	10,176,272	11,208,689
Mail Order	NA	154,713	195,290	153,803	167,546	NA	NA		
Retail Total	2,261,260	3,010,092	3,440,789	3,972,873	4,838,625	6,828,731	9,270,881		
52 Building Materials	100,944	138,890	142,061	138,474	151,013	240,948	345,705	381,476	465,894
525 Hardware	28,064	36,597	34,159	37,837	41,043	53,444	68,062		
52 (ex. 525) Other	72,880	102,293	107,902	100,637	109,970	195,504	277,643		
53 General Merchandise	362,428	361,222	422,926	564,205	778,071	1,026,237	1,321,049	1,446,144	1,570,737
531 Department Stores	294,518	314,464	368,583	460,859	654,590	867,146	1,064,027		
539 Misc. General Merch.	27,047	46,758	54,343	45,258	49,332	56,603	179,927		
533 Variety Stores	40,863	46,758	54,343	58,088	74,149	102,488	77,095		
54 Food Stores	599,652	769,346	836,121	946,353	1,056,818	1,503,801	2,372,242	2,152,221	2,387,846
541 Grocery Stores	416,573	620,417	697,730	841,153	921,894	NA	1,848,257		
Other 54	183,079	148,929	138,391	195,200	134,924		223,985		
55 Automotive	327,045	549,557	610,568	789,173	975,852	1,446,645	1,998,509	2,151,135	2,243,643
55 (ex. 554) Dealers	257,061	433,256	449,845	587,500	721,197	1,068,561	1,400,860		
554 Gas Stations	69,984	116,301	164,723	201,673	254,655	378,084	597,649		
56 Apparel & Accessories	196,072	226,700	253,716	266,931	326,347	461,385	612,582	713,267	805,669
562,3,8 Women's Clothing/Access.	91,210	87,900	122,356	135,586	150,619	204,165	247,819		
562 Women's Ready Wear	77,972	NA	NA	81,481	109,127	186,142	228,327		
56 (ex. 562,3,8) Other Apparel	104,854	138,800	131,360	131,345	175,728	257,220	364,763		
561,7 Men's/Boy's, Custom Tail.*	37,884	48,487	48,487	53,886	NA	92,255	110,519		
564,5,9 Family/Child Access.*	35,674	41,848	41,848	36,062	NA	88,055	160,770		
566 Shoes	31,296	38,222	41,025	41,397	NA	76,910	93,474		
57 Furniture/Home Furn./Appliances	100,597	129,060	147,943	169,508	252,746	391,663	386,706	442,802	492,359
571 Furniture/Furnishings	64,788	83,622	84,304	95,066	119,686	186,737	247,983		
5712 Furniture	44,525	NA	62,928	70,120	87,662	128,681	151,533		
Other 571/Home Furnishings	20,260	NA	21,376	24,946	32,024	58,056	96,450		
572,3 Appl./TV/Radio/Music Gds.	35,809	45,438	63,639	74,442	133,060	204,926	138,723		
58 Eating and Drinking	214,290	247,233	302,084	345,501	438,773	672,645	1,010,683	1,137,741	1,278,743
5812 Eating	155,988	183,999	232,177	267,652	355,944	567,564	910,580		
5813 Drinking	58,302	63,234	69,907	77,849	82,829	105,081	100,103		
59 Misc. Retail (ex. Direct Mail)	360,232	433,371	530,080	598,925	691,459	1,077,406	1,523,405	1,751,406	1,963,798
591 Drug	76,005	93,625	112,789	133,964	150,312	201,306	308,201		
592 Liquor	61,494	84,074	109,642	137,176	166,251	257,588	319,435		
59 (ex. 591,2) Other Misc.	222,733	255,672	307,649	327,785	374,896	618,512	895,769		

SIC 567 (Custom Tailors) Included in Mens and Boys 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.



EMPLOYEES IN RETAIL ESTABLISHMENTS

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	NA	NA	162,932	171,240	194,163	226,144	222,038	229,353	234,451
Mail Order			2,358	3,694	4,259	5,587	2,244	2,030	2,460
Retail Total			165,290	174,934	198,422	231,731	224,282	231,383	236,911
Building Materials			7,357	7,485	7,242	7,749	6,097	6,183	6,842
525 Hardware			2,021	2,266	2,119	2,457	1,586	1,572	1,684
52 (ex. 525) Other			5,336	5,219	5,123	5,292	4,511	4,611	5,158
General Merchandise			29,729	31,479	38,718	38,846	34,937	35,289	34,864
531 Department Stores			22,046	24,445	31,639	32,035	32,210	33,042	32,522
539 Misc. General Merch.			1,726	1,799	2,052	2,777	871	611	788
533 Variety Stores			5,957	5,235	5,027	4,034	1,856	1,636	1,552
Food Stores			33,789	35,231	38,495	43,572	40,690	39,478	40,332
541 Grocery Stores			25,928	26,926	28,965	33,407	33,731	32,971	33,376
Other 54			7,861	8,305	9,530	10,165	6,959	6,507	6,956
Automotive			16,052	16,967	17,740	20,895	21,268	21,190	20,167
55 (ex. 554) Dealers			10,666	10,820	11,425	12,713	13,819	13,692	13,582
554 Gas Stations			5,486	6,147	6,315	8,182	7,449	7,498	6,585
Apparel & Accessories			12,422	12,708	13,534	16,326	17,754	19,546	20,582
562,3,8 Women's Clothing/Access.			6,196	6,224	6,380	6,854	6,585	7,418	7,739
562 Women's Ready Wear			4,819	5,049	5,079	5,514	5,473	6,684	6,988
56 (ex. 562,3,8) Other Apparel			6,226	6,484	7,154	9,472	11,169	12,128	12,843
561,7 Men's/Boy's, Custom Tail.*			2,211	1,983	2,045	2,743	2,180	2,095	2,270
564,5,9 Family/Child Access.*			1,802	1,648	2,205	3,229	5,210	5,791	6,106
566 Shoes			2,213	2,853	2,904	3,500	3,779	4,242	4,467
Furniture/Home Furn./Appliances			6,208	6,325	7,419	9,774	7,936	8,492	8,698
571 Furniture/Furnishings			3,706	4,164	4,450	4,729	4,733	5,233	5,703
5712 Furniture			NA	NA	NA	NA	NA	NA	NA
Other 571/Home Furnishings			NA	NA	NA	NA	NA	NA	NA
572,3 Appl./TV/Radio/Music Gds.			2,502	2,161	2,969	5,045	3,203	3,259	2,995
Eating and Drinking			35,361	37,624	46,211	54,938	65,404	69,303	72,284
5812 Eating			NA	NA	NA	NA	NA	NA	NA
5813 Drinking			NA	NA	NA	NA	NA	NA	NA
Misc. Retail (ex. Direct Mail)			22,014	23,421	24,804	34,044	27,952	29,872	30,688
591 Drug			7,085	7,289	7,328	7,400	7,355	7,502	7,547
592 Liquor			2,620	2,938	3,140	3,383	3,469	3,794	3,948
59 (ex. 591,2) Other Misc.			12,309	13,194	14,336	23,261	17,128	18,576	19,193

SIC 567 (Custom Tailors) Included in Mens and Boys 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.

1977-8-9 Change in Census Classification rules out comparison with 1972.

Table 6

## SHSA

## NUMBER OF RETAIL ESTABLISHMENTS

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	NA	NA	16,204	15,623	14,866	14,521	14,995	15,202	15,779
Mail Order			29	71	75	91	165	153	170
Retail Total			16,233	15,694	14,941	14,612	15,160	15,355	15,949
52 Building Materials			974	899	811	784	634	640	665
525 Hardware			378	341	311	296	225	230	237
52 (ex. 525) Other			596	558	500	488	409	410	428
53 General Merchandise			498	490	461	478	285	263	298
531 Department Stores			74	104	124	145	141	141	165
539 Misc. General Merch.			292	247	224	228	64	43	50
533 Variety Stores			132	139	113	105	80	79	83
54 Food Stores			2,889	2,453	2,173	1,823	1,889	1,844	1,912
541 Grocery Stores			1,688	1,424	1,272	1,084	1,167	1,153	1,187
Other 54			1,201	1,029	901	739	722	691	725
55 Automotive			2,311	2,350	2,199	2,276	2,300	2,194	2,243
55 (ex. 554) Dealers			756	754	703	717	781	762	782
554 Gas Stations			1,555	1,596	1,496	1,559	1,519	1,432	1,461
56 Apparel & Accessories			1,327	1,213	1,101	1,091	1,184	1,253	1,341
562,3,8 Women's Clothing/Access.			577	517	468	429	460	475	510
562 Women's Ready Wear			348	327	304	316	367	397	435
56 (ex. 562,3,8) Other Apparel			750	696	633	662	724	778	831
561,7 Men's/Boy's, Custom Tail.*			285	243	202	201	188	199	208
564,5,9 Family/Child Access.*			167	150	141	158	230	264	287
566 Shoes			298	303	290	303	306	315	336
57 Furniture/Home Furn./Appliances			874	847	796	818	968	1,022	1,045
571 Furniture/Furnishings			545	532	507	528	593	629	653
5712 Furniture			NA	NA	NA	NA	NA	NA	NA
Other 571/Home Furnishings			NA	NA	NA	NA	NA	NA	NA
572,3 Appl./TV/Radio/Music Gds.			329	315	289	290	375	393	392
58 Eating and Drinking			3,541	3,553	3,568	3,512	3,908	4,046	4,263
5812 Eating			NA	NA	NA	NA	NA	NA	NA
5813 Drinking			NA	NA	NA	NA	NA	NA	NA
59 Misc. Retail (ex. Direct Mail)			3,790	3,818	3,757	3,739	3,827	3,940	4,012
591 Drug			1,021	996	927	799	691	697	701
592 Liquor			612	621	620	562	560	589	579
59 (ex. 591,2) Other Misc.			2,157	2,193	2,210	2,278	2,576	2,654	2,732



Table 7

## SMSA

## RETAIL SALES PER EMPLOYEE

(1977 Constant Dollars)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	NA	NA	42,827	44,159	43,063	42,879	41,754	41,351	40,931
Mail Order			178,063	82,439	70,417	NA	NA		
Retail Total			44,756	44,967	43,650				
52 Building Materials			41,516	36,630	37,326	45,620	56,701	57,500	58,299
525 Hardware			36,339	33,061	34,671	30,887	42,914		
52 (ex. 525) Other			43,476	38,180	38,424	43,011	50,464		
53 General Merchandise			30,586	35,488	35,972	37,514	37,812	38,192	38,573
531 Department Stores			26,617	37,329	37,034	38,438	33,034		
539 Misc. General Merch.			19,614	49,812	43,033	28,944	206,575 <sup>1</sup>		
533 Variety Stores				21,907	25,490	36,077	41,538		
54 Food Stores			53,203	51,186	49,142	49,009	50,928	50,808	50,689
541 Grocery Stores			57,857	61,854	56,972	NA	54,794		
Other 54			37,850	25,081	25,343	NA	32,210		
55 Automotive			81,779	92,094	98,465	98,312	93,968	94,610	95,251
55 (ex. 554) Dealers			90,722	107,509	112,993	119,355	101,372		
554 Gas Stations			64,556	64,961	72,182	65,617	80,232		
56 Apparel & Accessories			43,913	41,590	43,163	40,130	34,504	34,009	33,514
562,3,8 Women's Clothing/Access.			42,457	43,133	42,258	42,299	37,634		
562 Women's Ready Wear			NA	31,953	38,460	47,937	41,719		
56 (ex. 562,3,8) Other Apparel			45,073	40,108	43,969	38,361	32,659		
561,7 Men's/Boy's Custom Tail.*			47,149	53,804	NA	47,759	50,697		
564,5,9 Family/Child Access.*			49,930	43,327	NA	38,723	30,858		
566 Shoes			39,857	28,730	NA	31,203	24,735		
57 Furniture/Home Furn./Appliances	NA	NA	51,237	53,063	60,981	56,902	48,728	48,596	48,464
571 Furniture/Furnishings			48,908	45,204	48,143	56,072	52,395		
5712 Furniture			NA	NA	NA	NA	NA		
Other 571/Home Furnishings			NA	NA	NA	NA	NA		
572,3 Appl./TV/Radio/Music Gds.			54,686	68,207	80,221	57,680	43,310		
58 Eating and Drinking			18,367	18,182	16,996	17,386	15,453	15,300	15,146
5812 Eating			NA	NA	NA	NA	NA		
5813 Drinking			NA	NA	NA	NA	NA		
59 Misc. Retail (ex. Direct Mail)			51,770	50,633	49,900	44,939	54,501	54,644	54,788
591 Drug			34,227	36,390	36,717	38,629	41,904		
592 Liquor			89,973	92,447	94,774	108,122	92,083		
59 (ex. 591,2) Other Misc.			53,737	49,190	46,810	37,758	52,299		

\* SIC 567 (Custom Tailors) included in Mens and Boys 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.

1. 1977-8-9 Change in Census Classification rules out comparison with 1972.

## 2. City of Boston

The City of Boston shows a slightly lower volume of retail sales and employment over the thirty-year period. In recent years, retail sales have been stabilizing and even show signs of advancing in selective types of stores that are oriented to the local consumer. General merchandise, food stores, and apparel shops show declines most likely due to the smaller number of City residents compared with 1948. Eating and drinking establishments and miscellaneous retail stores have exhibited recent sales growth. Chart 4 shows the thirty-year change in composition of City retail sales. The City remains dominated by the sales of convenience and general merchandise goods. Employment and the number of stores have both fallen from earlier levels particularly in the types of retail trade lost to the suburbs during the 1960s and early 1970s. Productivity appears to be the same if not generally greater than previous years for many types of stores. A notable trend in City retail sales is the recent advance in sales and employment during the late 1970s.

Boston's loss and recent stability of retail sales and the changing composition of retail trade activity is a consequence of population and income trends. The falling sales volume in certain types of retail trade was most likely due to the smaller population in the City through the early 1970s and the resulting decline of certain neighborhood commercial districts. Recent advances can be attributed to the resurgent strength of some older and newer residential areas of the City. The changing composition of City retail sales reflects the effect accompanying rising income levels upon consumption of non-essential goods in a smaller but similar pattern to what has happened at the metropolitan area.



Table 8

SUMMARY OF CITY OF BOSTON RETAIL SALES  
(1977 Constant Dollars)  
(in thousands)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Total Retail	\$2,901,542	\$2,960,897	\$2,668,096	\$2,357,933	\$2,475,104 <sup>1)</sup>	\$2,306,699	\$1,831,976 <sup>2)</sup>	\$1,843,449 <sup>2)</sup>	\$1,878,142 <sup>2)</sup>
Shoppers Goods	1,082,719	859,117	782,960	716,823	747,872	606,284	421,725 <sup>2)</sup>	417,081 <sup>2)</sup>	393,436 <sup>2)</sup>
Convenience Goods	1,068,299	1,235,993	1,041,948	952,909	985,393	965,331	866,981		
Specialty Goods	750,524	865,787	843,188	688,201	741,839 <sup>1)</sup>	735,084	543,270	1,426,368	1,484,706

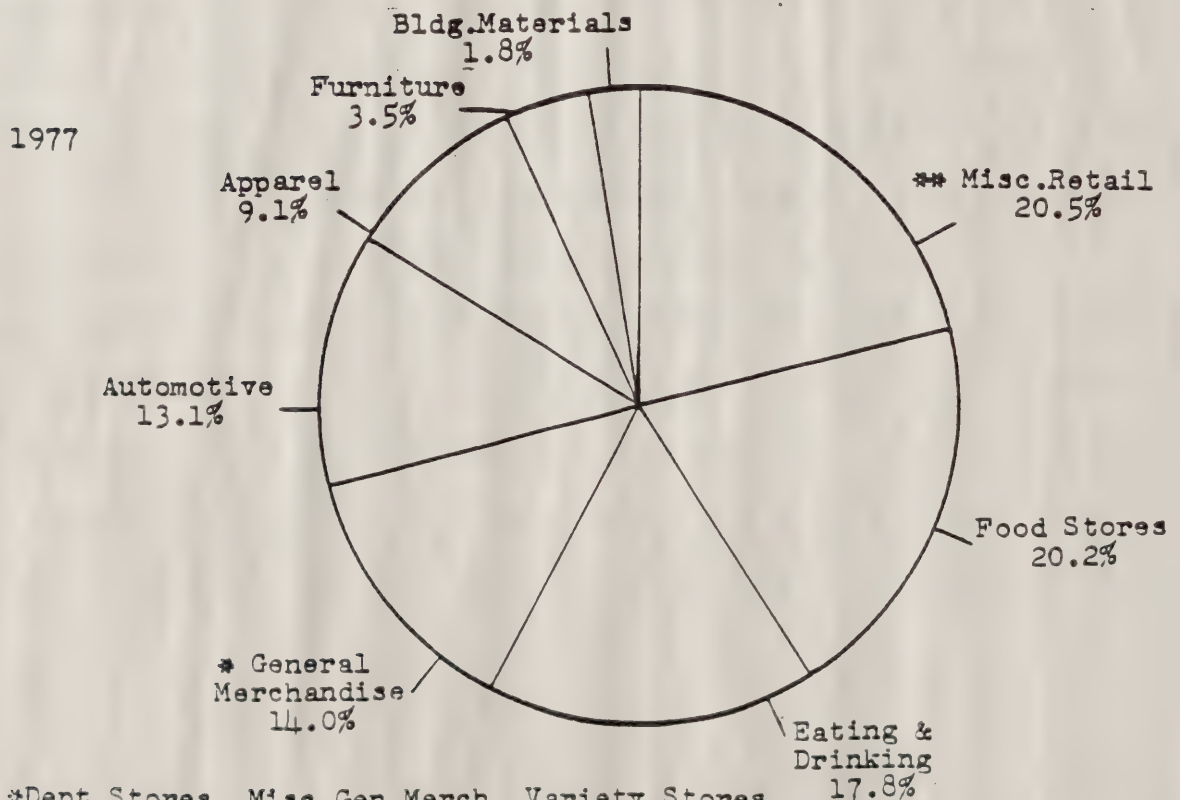
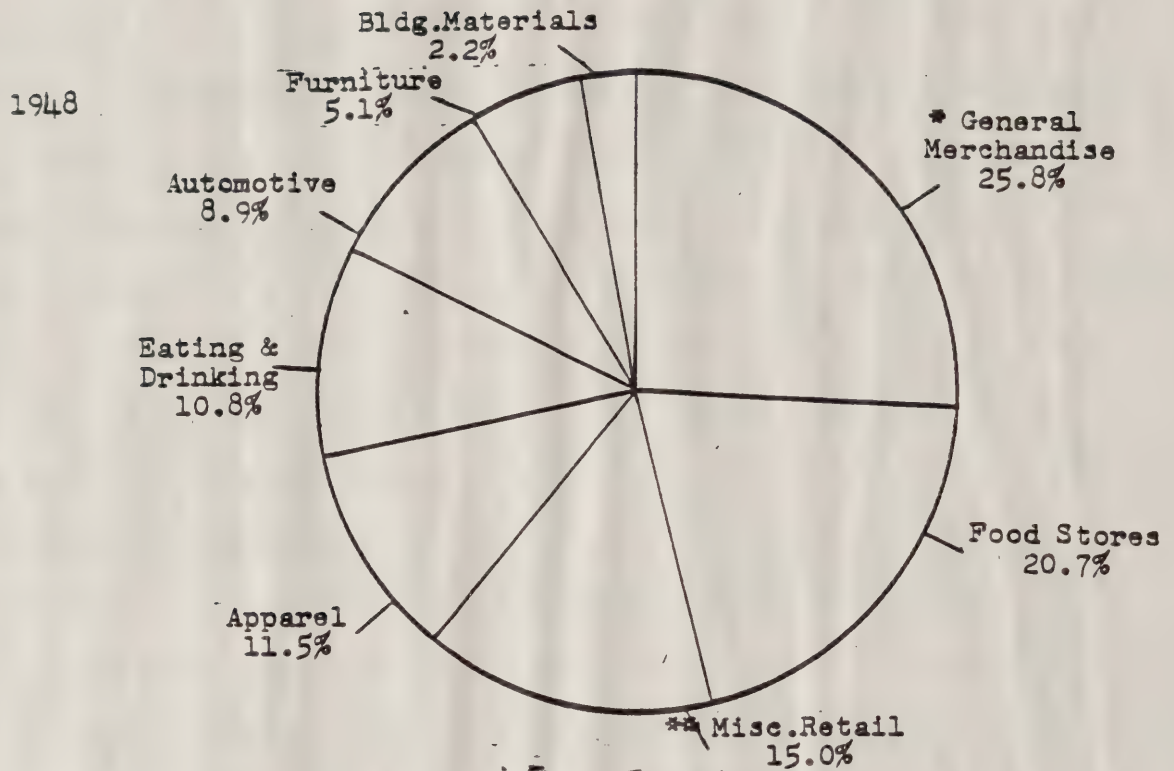
Mail Order	-	201,168	213,959	97,172	97,832	-	-	-	-
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1) Retail Trade Total reflects a revision in SIC55 (Dealers) Total.  
2) 1977-78-79 Change in Census classification.

Note:	<u>Shoppers Goods</u>	<u>Convenience Goods</u>	<u>Specialty Goods</u>
	General Mdse	Food Stores	Building Materials and Hardware
	Department Stores	Eating and Drinking	Auto Dealers and Service Centers
	Variety Stores	Drug Stores	Furniture
	Miscellaneous	Liquor Stores	Miscellaneous
	Apparel		Sporting Goods
			Jewelry
			Florists
			Etc.

Chart 4

CITY RETAIL SALES  
(Percent Distribution)  
1948-1977



\*Dept. Stores, Misc. Gen. Merch., Variety Stores  
\*\*Drugs, Liquor, Jewelry, Sporting Goods, Luggage, etc.



## CITY OF BOSTON

RETAIL SALES IN 1977 CONSTANT DOLLARS  
(\$1,000)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	2,901,542	2,960,897	2,668,096	2,357,933	2,475,104 <sup>3</sup>	2,306,699	1,831,976	1,843,449	1,878,142
Mail Order	NA	201,168	213,959	97,172	97,832	NA	NA		
Retail Total	2,901,542	3,162,065	2,882,055	2,455,105	2,672,936	2,306,699	1,831,976		
52 Building Materials	63,220	70,607	64,562	42,483	40,315	46,178	33,210	31,183	31,910
525 Hardware	25,846	27,933	23,669	18,139	14,877	17,724	11,043		
52 (ex. 525) Other	37,374	42,674	40,893	24,344	25,438	28,454	22,167		
53 General Merchandise	749,533	579,403	521,585	503,276	524,389	401,959	256,460	246,281	230,723
531 Department Stores	699,815	534,776	478,809	447,009	470,995	351,490	221,999 <sup>2</sup>		
539 Misc. General Merch.	49,718	44,627	42,776	24,643	14,601	10,485	5,420		
533 Variety Stores				31,624	38,793	39,984	29,041		
54 Food Stores	600,531	760,969	531,332	466,464	450,740	428,513	370,559	363,302	392,394
541 Grocery Stores	382,899	592,090	396,959	390,406	371,078	NA	328,078		
Other 54	217,632	168,879	134,373	76,058	79,662		42,481		
55 Automotive	257,452	381,421	364,174	301,265	370,895	322,938	240,355	222,320	214,540
55 (ex. 554) Dealers	209,229	311,039	275,338	215,808	280,316	243,006	158,569		
554 Gas Stations	48,223	70,382	188,836	85,457	90,579	79,932	81,786		
56 Apparel & Accessories	333,186	279,714	261,375	213,547	223,483	204,325	165,265	170,800	162,713
562,3,8 Women's Clothing/Access.	147,848	119,879	125,633	104,009	105,091	100,050	81,584		
562 Women's Ready Wear	128,638	NA	NA	82,477	84,445	83,798	NA		
56 (ex. 562,3,8) Other Apparel	185,338	159,835	135,742	109,538	118,392	104,275	83,681		
561,7 Men's/Boy's Custom Tail.*	78,946	63,483	67,483	56,022	NA	40,802	31,552		
564,5,9 Family, Child/Access.	53,942	107,622	27,277	16,813	NA	28,088	23,458		
566 Shoes	52,449	52,213	44,882	36,703	NA	35,385	28,671		
57 Furniture/Home Furn./Appliances	146,984	137,180	143,206	115,181	110,688	106,469	64,189	64,447	62,868
571 Furniture/Furnishings	97,514	93,155	83,270	71,781	58,839	64,082	43,749		
5712 Furniture	65,394	NA	67,034	59,679	45,144	50,295	31,508		
Other 571 Home Furnishings	32,120	NA	16,237	12,102	13,695	13,787	12,241		
572,3 Appl./TV/Radio/Music Gds.	49,470	44,025	59,936	43,400	51,849	42,387	20,440		
58 Eating and Drinking	315,629	299,357	322,803	295,040	333,216	333,730	326,343	346,988	371,360
5812 Eating	235,582	216,611	238,181	217,836	259,647	263,454	283,398		
5813 Drinking	80,047	82,746	84,622	77,204	73,569	70,276	42,945		
59 Misc. Retail (ex. Direct Mail)	435,007	452,246	459,059	420,677	421,378	462,586	375,595	398,128	411,634
591 Drug	79,427	85,218	83,736	77,440	75,278	70,935	72,898		
592 Liquor	72,712	90,449	104,077	113,965	126,159	132,153	97,181		
59 (ex. 5912) Other Misc.	282,868	276,579	271,246	229,272	219,941	259,498	205,516		

\* SIC 567 (Custom Tailors) Included in Men's &amp; Boys 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.

1. Includes data not classified by detailed kind of business.

2. 1977-78-79 Change in Census Classification rules out comparison with 1972.

3. Retail Total is accurate but less than Census Total. SIC 55 was revised by Census without revising total.

## CITY OF BOSTON

RETAIL SALES IN CURRENT DOLLARS  
(\$1,000)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	1,086,720	1,249,324	1,240,975	1,190,875	1,382,740 <sup>3</sup>	1,624,436	1,831,976	1,978,021	2,193,670
Mail Order	NA	84,881	99,516	49,077	54,655	NA	NA		
Retail Total	1,086,720	1,334,205	1,340,491	1,239,952	1,437,395	1,624,436	1,831,976		
52 Building Materials	23,678	29,792	30,029	21,456	22,522	32,520	33,210	33,459	37,271
525 Hardware	9,680	11,786	11,009	9,161	8,311	12,482	11,043		
52 (ex. 525) Other	13,998	18,006	19,020	12,295	14,211	20,038	22,167		
53 General Merchandise	280,724	244,474	242,598	254,180	292,955	283,070	256,460 <sup>2</sup>	264,260	269,404
531 Department Stores	{ 262,103	{ 225,644	{ 222,702	225,762	263,126	247,528	221,999		
539 Misc. General Merch.	18,621	18,830	19,896	12,446	8,157	7,384	5,420		
533 Variety Stores				15,972	21,672	28,158	29,041		
54 Food Stores	224,918	321,084	247,131	235,588	251,810	301,770	370,559	389,823	458,316
541 Grocery Stores	143,408	249,827	184,632	197,175	207,306	NA	328,078		
Other 54	81,510	71,257	62,499	38,413	44,504	NA	42,481		
55 Automotive	96,424	160,937	169,383	152,154	207,204 <sup>3</sup>	227,421	240,355	238,549	250,583
55 (ex. 554) Dealers	78,363	131,240	128,064	108,994	156,601	171,131	158,569		
554 Gas Stations	18,061	29,697	41,319	43,160	50,603	56,290	81,786		
56 Apparel & Accessories	124,789	118,023	121,570	107,852	124,851	143,891	165,265	183,268	190,049
562,3,8 Women's Clothing/Access.	55,374	50,582	58,434	52,530	58,710	70,458	81,584		
562 Women's Ready Wear	48,179	NA	NA	41,655	47,176	62,534	NA		
56 (ex. 562,3,8) Other Apparel	69,415	67,441	63,136	55,322	66,141	73,433	83,681		
561,7 Men's/Boy's Custom Tail.	29,568	29,527	28,294	28,734	NA	28,734	31,552		
564,5,9 Family, Child/Access.	20,203	45,410	12,687	8,491	NA	19,780	23,458		
566 Shoes	19,644	22,031	20,922	18,537	NA	24,919	28,671		
57 Furniture/Home Furn./Appliances	55,050	57,882	66,607	58,172	61,837	74,978	64,189	69,152	73,430
571 Furniture/Furnishings	36,522	39,306 <sup>1</sup>	38,730	36,253	32,871	45,128	43,749		
5712 Furniture	24,492	NA	31,178	30,141	25,220	35,419	31,508		
Other 571 Home Furnishings	12,030	NA	7,552	6,112	7,651	9,709	12,241		
572,3 Appl./TV/Radio/Music Gds.	18,528	18,576	27,877	21,919	28,966	29,850	20,440		
58 Eating and Drinking	118,213	126,311	150,141	149,010	186,154	235,021	326,343	372,318	433,748
5812 Eating	88,233	91,397 <sup>1</sup>	110,782	110,018	145,054	185,531	283,398		
5813 Drinking	29,980	34,914	39,359	38,992	41,100	49,490	42,945		
59 Misc. Retail (ex. Direct Mail)	162,924	190,821	213,516	212,463	235,407	325,765	375,595	427,191	480,789
591 Drug	29,748	35,957	38,947	39,111	42,055	49,954	72,898		
592 Liquor	27,233	38,164	48,408	57,568	70,480	93,066	97,181		
59 (ex. 5912) Other Misc.	105,943	116,700	126,161	115,794	122,872	182,745	205,516		

\* SIC 567 (Custom Tailors) included in Men's &amp; Boy's 1948-1967. Changed to SIC 569 (Accessories) 1948-1967.

1. Includes data not classified by detailed kind of business.

2. 1977-78-79 Change in Census Classification rules out comparisons with 1972.

3. Retail Total is accurate but less than Census Total. SIC 55 was revised by Census without revising total.



Table 11

CITY OF BOSTON  
EMPLOYEES IN RETAIL ESTABLISHMENTS

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	93,075	83,827	75,420	70,983	71,616	66,476	53,773	54,544	55,633
Mail Order	2,355	1,912	1,638	2,723	3,195	3,347	687	533	583
Retail Total	95,430	85,739	77,058	73,706	74,811	69,823	54,460	55,077	56,216
52 Building Materials	2,342	2,252	2,033	1,590	1,529	1,479	907	844	856
525 Hardware	538	593	666	467	389	372	373	368	379
52 (ex. 525) Other	1,804	1,659	1,367	1,123	1,140	1,107	534	476	477
53 General Merchandise	20,759	19,924	18,087	16,386	16,550	13,545	9,279	9,103	8,621
531 Department Stores	15,345	15,804	14,480	13,523	13,615	11,280	8,599	8,431	7,967
539 Misc. General Merch.	1,718	759	624	563	572	876	110	106	102
533 Variety Stores	3,696	3,361	2,983	2,300	2,363	1,389	570	566	552
54 Food Stores	16,938	15,804	12,784	13,630	13,655	14,940	7,804	7,574	8,111
541 Grocery Stores	9,045	9,069	9,927	10,712	10,146	11,046	6,548	6,556	7,056
Other 54	7,893	6,735	2,857	2,918	3,509	3,894	1,256	1,018	1,055
55 Automotive	4,660	4,217	3,952	3,936	3,865	3,544	3,424	3,144	3,012
55 (ex. 554) Dealers	3,559	3,091	2,739	2,707	2,813	2,387	2,602	2,370	2,284
554 Gas Stations	1,101	1,126	1,213	1,229	1,052	1,157	822	774	728
56 Apparel & Accessories	12,068	9,734	8,311	7,489	6,794	6,397	5,235	5,337	5,110
562, 3, 8 Women's Clothing/Access.	6,895	5,559	4,118	3,448	2,920	2,331	2,174	2,119	1,969
562 Women's Ready Wear	4,914	4,138	3,093	2,678	2,337	1,945	1,827	1,827	1,681
56 (ex. 562, 3, 8) Other Apparel *	5,173	4,175	4,193	4,041	3,874	4,066	3,061	3,218	3,141
561, 7 Men's/Boy's Custom Tail. *	2,535	1,947	1,701	1,385	1,309	1,414	611	507	516
564, 5, 9 Family, Child/Access.	626	540	871	499	583	450	1,222	1,125	1,031
566 Shoes	2,012	1,688	1,621	2,157	1,982	2,202	1,228	1,586	1,594
57 Furniture/Home Furn./Appliances	3,479	3,615	3,416	2,843	2,810	2,933	1,764	1,781	1,746
571 Furniture/Furnishings	2,812	2,873	1,779	1,922	1,818	1,396	1,200	1,222	1,230
5712 Furniture	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other 571 Home Furnishings	NA	NA	NA	NA	NA	NA	NA	NA	NA
572, 3 Appl./TV/Radio/Music Gds.	667	742	1,637	921	992	1,537	564	559	516
58 Eating and Drinking	20,426	17,871	16,983	16,226	17,807	15,025	18,073	19,121	20,363
5812 Eating	NA	NA	NA	NA	NA	NA	NA	NA	NA
5813 Drinking	NA	NA	NA	NA	NA	NA	NA	NA	NA
59 Misc. Retail (ex. Direct Mail)	12,403	10,410	9,854	8,883	8,606	8,613	7,287	7,640	7,814
591 Drug	3,341	2,858	2,628	2,218	2,065	1,605	1,317	1,364	1,355
592 Liquor	829	876	990	1,044	1,086	945	912	1,082	1,115
59 (ex. 5912) Other Misc.	8,233	6,676	6,236	5,621	5,455	6,063	5,058	5,194	5,344
* SIC 567 (Custom Tailors) included in Men's & Boy's 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.									

1. Includes data not classified by detailed kind of business.

2. 1977-78-79 Change in Census Classification rules out comparisons with 1972.

Table 12

## CITY OF BOSTON

## NUMBER OF RETAIL ESTABLISHMENTS

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	6,713	6,190	5,795	5,160	4,628	3,821	3,480	3,509	3,599
Mail Order	5	4	10	25	28	26	43	35	29
Retail Total	6,718	6,194	5,805	5,185	4,656	3,847	3,523	3,544	3,638
52 Building Materials	242	253	277	225	193	164	111	103	100
525 Hardware	111	116	107	92	79	70	54	53	51
52 (ex. 525) Other	131	137	170	133	114	94	57	50	49
53 General Merchandise	203	187	168	144	119	107	40	34	37
531 Department Stores	15	12	16	23	21	19	13	11	13
539 Misc. General Merch.	152	136	117	92	78	72	12	12	10
533 Variety Stores	36	39	35	29	20	16	13	11	14
54 Food Stores	1,429	1,252	1,055	844	704	491	400	374	389
541 Grocery Stores	624	570	557	463	393	285	232	224	232
Other 54	805	682	498	381	311	206	168	150	157
55 Automotive	498	519	499	475	412	344	313	297	286
55 (ex. 554) Dealers	193	171	150	144	132	106	104	99	91
554 Gas Stations	305	348	349	331	280	238	209	198	195
56 Apparel & Accessories	826	684	616	521	420	360	329	327	335
562,3,8 Women's Clothing/Access.	423	237	282	237	200	153	138	126	134
562 Women's Ready Wear	158	158	146	126	110	90	92	87	98
56 (ex. 562,3,8) Other Apparel *	403	447	334	284	220	207	191	201	201
561,7 Men's/Boy's Custom Tail.*	206	176	147	112	88	71	52	53	54
564,5,9 Family, Child/Access.	51	129	50	48	24	40	61	75	74
566 Shoes	146	142	137	124	108	96	78	73	73
57 Furniture/Home Furn./Appliances	360	362	328	292	245	208	212	213	214
571 Furniture/Furnishings	270	262	210	188	163	140	146	148	148
5712 Furniture	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other 571 Home Furnishings	NA	NA	NA	NA	NA	NA	NA	NA	NA
572,3 Appl./TV/Radio/Music Gds.	90	100	118	104	82	68	66	65	66
58 Eating and Drinking	1,551	1,510	1,468	1,371	1,327	1,140	1,140	1,184	1,257
5812 Eating	NA	NA	NA	NA	NA	NA	NA	NA	NA
5813 Drinking	NA	NA	NA	NA	NA	NA	NA	NA	NA
59 Misc. Retail (ex. Direct Mail)	1,601	1,423	1,384	1,288	1,208	998	935	977	981
591 Drug	355	367	333	306	276	202	145	140	141
592 Liquor	233	241	250	233	232	174	166	175	170
59 (ex. 5912) Other Misc.	1,013	815	804	742	700	622	624	662	670

\* SIC 567 (Custom Tailors) Included in Men's &amp; Boys 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.



# RETAIL SALES PER EMPLOYEE

(1977 Constant Dollars)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade	31,174	35,321	35,377	33,218	34,561 <sup>3</sup>	34,700	33,692	33,797	33,759
Mail Order	105,213	105,213	130,622	35,686	30,620				
Retail Total	36,860	36,860	34,401	33,303	35,723				
52 Building Materials	26,994	31,353	31,757	26,719	26,367	31,222	36,615	36,947	37,279
525 Hardware	48,041	47,105	35,539	30,842	30,244	47,645	29,606		
52 (ex. 525) Other	20,717	25,723	29,914	21,678	22,314	25,704	41,511		
53 General Merchandise	36,106	29,081	28,838	30,714	31,685	29,676	27,639	27,055	26,763
531 Department Stores	41,014	32,287	31,701	33,056	34,594	31,160	25,817		
539 Misc. General Merch.	13,452	13,278	14,340	43,771	25,526	11,969	49,273		
533 Variety Stores				13,750	16,417	28,786	50,949		
54 Food Stores	35,455	48,150	41,563	34,223	33,009	28,682	47,544	47,961	48,378
541 Grocery Stores	42,333	65,287	39,988	36,446	36,574	NA	50,104		
Other 54	27,573	25,075	47,033	26,065	22,702	NA	34,094		
55 Automotive	55,247	90,448	92,149	76,541	95,963	91,122	70,197	70,713	71,229
55 (ex. 554) Dealers	58,788	100,627	100,525	79,722	99,650	101,804	60,041		
554 Gas Stations	43,799	62,506	73,237	69,534	86,102	69,086	60,941		
56 Apparel & Accessories	27,609	28,736	31,449	28,515	32,894	31,941	31,569	31,706	31,842
562,3,8 Women's Clothing/Access.	21,443	21,565	30,508	30,165	35,648	42,921	37,527		
562 Women's Ready Wear	26,178	NA	NA	30,798	36,134	45,654	NA		
56 (ex. 562,3,8) Other Apparel	35,828	38,284	32,374	26,612	30,561	25,646	27,338		
561,7 Men's/Boy's Custom Tail.	31,142	37,321	37,321	40,449	NA	28,856	51,640		
564,5,9 Family, Child/Access.	86,169	43,274	31,317	33,693	NA	62,418	19,196		
566 Shoes	26,068	30,932	27,688	17,016	NA	16,069	23,348		
57 Furniture/Home Furn./Appliances	42,249	37,947	41,922	40,514	39,391	36,300	36,388	36,186	35,984
571 Furniture/Furnishings	34,678	32,424	46,807	37,347	32,365	45,904	36,458		
5712 Furniture	NA	NA	NA	NA	NA	NA	NA		
Other 571 Home Furnishings	NA	NA	NA	NA	NA	NA	NA		
572,3 Appl./TV/Radio/Music Gds.	74,168	59,333	36,613	47,123	52,261	27,578	36,241		
58 Eating and Drinking	15,452	16,751	19,007	18,183	18,713	22,212	18,057	18,147	18,237
5812 Eating	NA	NA	NA	NA	NA	NA	NA		
5813 Drinking	NA	NA	NA	NA	NA	NA	NA		
59 Misc. Retail (ex. Direct Mail)	35,073	43,443	46,586	47,358	48,963	53,708	51,543	52,111	52,679
591 Drug	23,773	29,817	31,863	34,914	36,454	44,196	55,352		
592 Liquor	87,711	103,252	105,128	109,162	116,169	139,844	106,558		
59 (ex. 5912) Other Misc.	34,358	41,429	43,497	40,786	40,309	42,800	40,632		

\* SIC 567 (Custom Tailors) included in Men's & Boy's 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.

1. Includes data not classified by detailed kind of business.

2. 1977-78-79 Change in Census Classification rules out comparisons with 1972.

3. Retail Total is accurate but less than Census Total. SIC 55 was revised by Census without revising total.

### 3. Central Business District

The Central Business District (See Map 2) accounts for over one quarter of total City retail sales and five percent of total metropolitan sales. In 1977, \$464 million of goods were purchased in the CBD alone. While it is true that the downtown has lost some sales strength of earlier years, the CBD has retained its specialization in shoppers goods. 1977 data shows that the area had 58 percent of City and 13 percent of metropolitan area shoppers goods--items purchased in department, variety, apparel, and accessories stores. Clearly this has always been and continues to be the major function of downtown retailing.

The CBD is changing in other retail categories as indicated by employment and sales trends. While some apparel and furniture stores have moved or lost business, other specialty goods and services shops have done well in recent years. Since 1967 the share of eating and drinking and miscellaneous retail establishments has increased slightly. The opening of Quincy Market in 1977-1978 occurred too late to affect the last count of retail sales in 1977 but an estimate by the Rouse Company indicates that \$64 million in goods and services were purchased in 1980. Downtown Boston retains its specialization in shoppers goods and is capturing gains in other selected specialty goods and services. These patterns have been reinforced by the renovation of existing department stores and the rise in specialty shops in the CBD due to the Downtown Crossing retail project and the Faneuil Hall/Quincy Market and Waterfront developments.



Map 2

# BOSTON'S MAJOR RETAIL CENTERS



Table 14

SUMMARY OF CBD RETAIL SALES  
(1977 Constant Dollars)  
(in thousands)

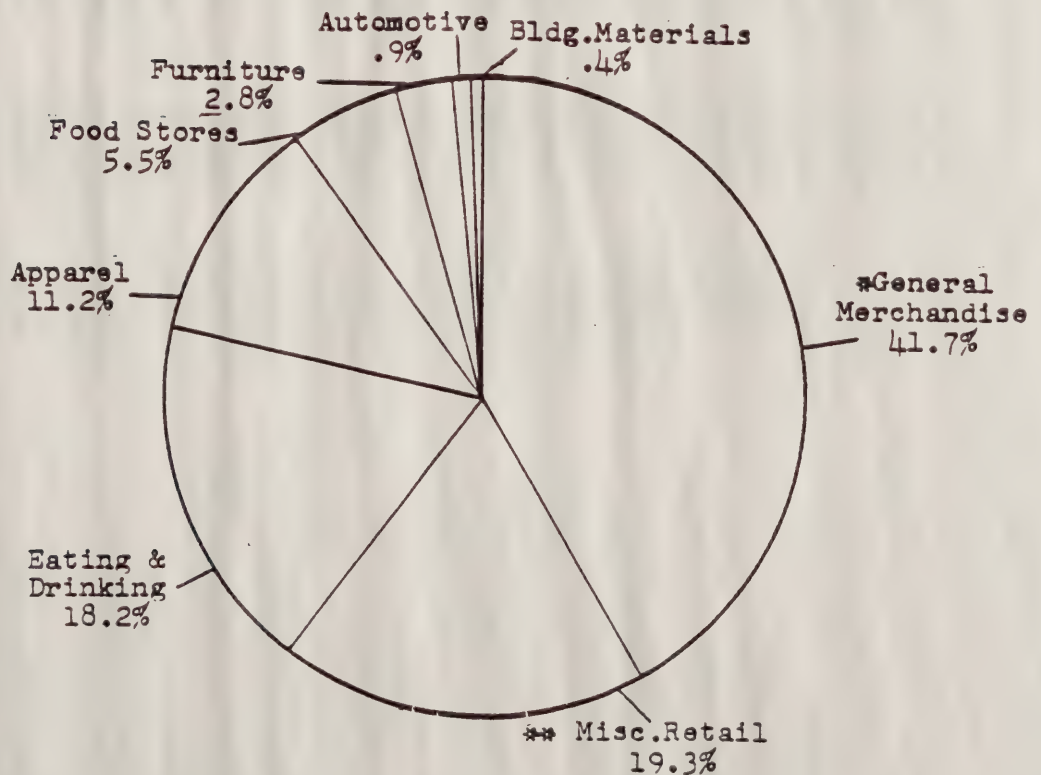
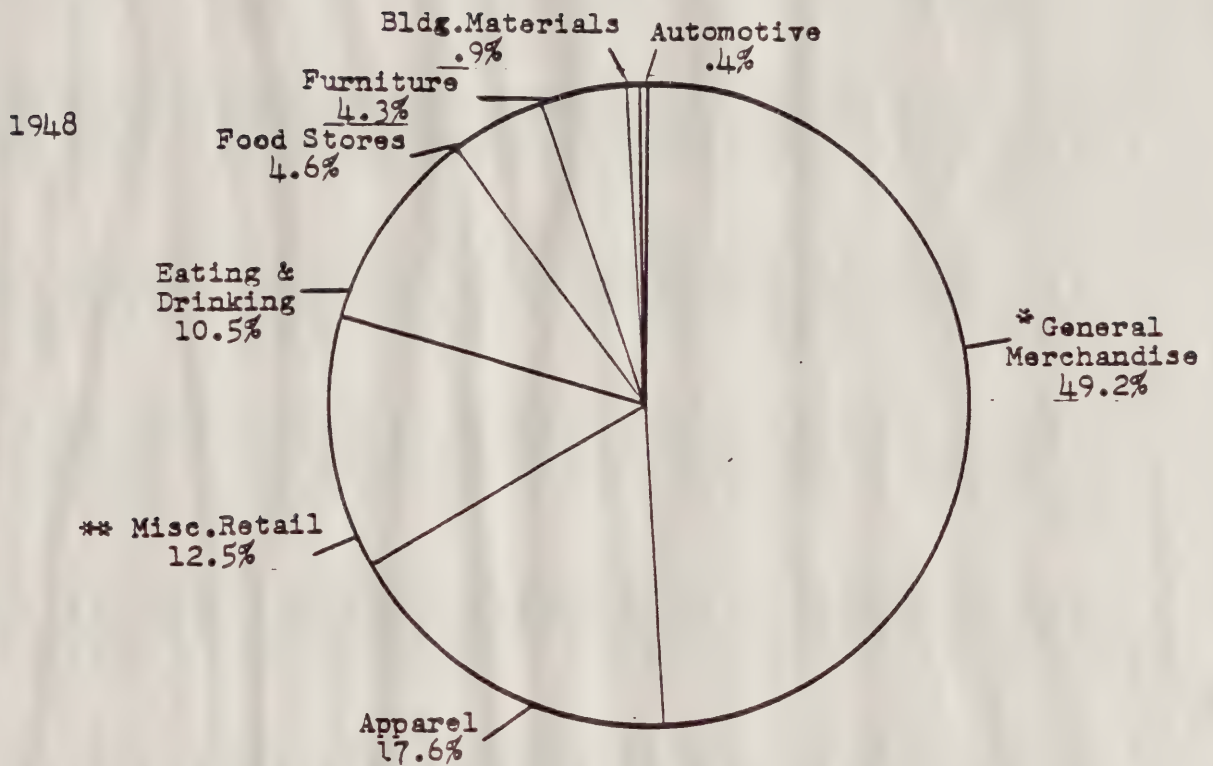
	1948	1954	1958	1963	1967	1972	1977	1978	1979
Total Retail	\$1,129,009	\$995,708	\$867,273	\$798,497 <sup>1)</sup>	\$735,410	\$613,828	\$463,509	\$467,872	\$477,022
Shoppers Goods	753,638	653,795	557,484	511,982	494,223	374,375	245,370	245,226	248,239
Convenience Goods	198,434	168,081	161,073	156,766 <sup>1)</sup>	126,658	129,731	128,067		
Specialty Goods	176,937	173,834	148,716	129,749	114,529	-	90,072	222,646	228,783

1) Retail Trade Total reflects revisions in SIC58 (Eating and Drinking) and SIC591 (Drugs)

Note:	Shoppers Goods	Convenience Goods	Specialty Goods
	General Mdse	Food Stores	Building Materials and Hardware
	Department Stores	Eating and Drinking	Auto Dealers and Service Centers
	Variety Stores	Drug Stores	Furniture
	Miscellaneous	Liquor Stores	Miscellaneous
	Apparel		Sporting Goods
			Jewelry
			Florists
			Etc.



CBD RETAIL SALES  
(Percent Distribution)  
1948-1977



\*Dept. Stores, Misc.Gen.Merch., Variety Stores  
\*\*Drugs, Liquor, Jewelry, Sporting Goods, Luggage, etc.

Table 15

CBD

RETAIL SALES IN 1977 CONSTANT DOLLARS  
(\$1,000)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade**	1,129,009	995,708	867,273	798,497 <sup>2</sup>	735,410	613,828	463,509	467,872	477,022
Building Materials	9,924	8,139	5,640	6,991	4,781	9,005	2,082	1,941	2,012
525 Hardware	6,528	5,878	4,580	4,847	3,766	D	D	D	D
52 (ex. 525) Other	3,396	2,261	1,060	2,144	1,015	D	D	D	D
General Merchandise	555,342	502,317	433,659	406,763	397,580	308,696	193,509	192,265	193,981
531 Department Stores	515,449	471,358	406,909	386,286	379,328	287,037	D	D	D
539 Misc. General Merch.	13,612	11,295	9,428	9,053	5,817	2,182	D	D	D
533 Variety Stores	26,281	19,664	17,322	11,424	12,435	19,477	D	D	D
Food Stores	52,126	31,545	27,597	28,908	24,127	27,785	25,502	25,756	26,490
541 Grocery Stores	NA	NA	NA	NA	NA	NA	17,350	NA	NA
Other 54	NA	NA	NA	NA	NA	NA	8,152	NA	NA
Automotive	4,197	4,790	4,627	8,932	3,576	D	4,248	4,396	4,547
55 (ex. 554) Dealers	2,414	1,939	1,316	3,930	463	D	1,043	NA	NA
554 Gas Stations	1,783	2,851	3,311	5,002	3,113	3,151	3,205	NA	NA
Apparel & Accessories	198,296	151,478	123,825	105,219	96,643	65,679	51,861	52,961	54,258
562,3,8 Women's Clothing/Access.	76,357	57,854	54,980	44,217	43,484	24,782	19,989	NA	NA
562 Women's Ready Wear	70,784	47,779	41,347	34,281	35,005	21,132	15,348	NA	NA
56 (ex. 562,3,8) Other Apparel *	121,938	93,624	68,845	61,002	53,159	40,897	31,872	NA	NA
561,7 Men's/Boy's Custom Tail.*	57,808	38,633	39,448	34,961	26,429 <sup>1</sup>	11,547	9,552	NA	NA
564,5,9 Family, Child/Access.	30,451	25,067	4,930	7,156	9,709 <sup>1</sup>	12,140	10,161	NA	NA
566 Shoes	33,679	29,924	24,467	18,885	17,021	17,210	12,159	NA	NA
Furniture/Home Furn./Appliances	48,788	64,623	44,651	39,360	33,688	18,416	12,821	13,121	13,323
571 Furniture/Furnishings	31,583	41,229	28,212	21,063	11,929	0	5,788	NA	NA
5712 Furniture	27,541	35,491	23,370	19,020	11,578	4,381	4,082	NA	NA
Other 571 Home Furnishings	4,042	5,738	4,842	2,043	351	0	1,706	NA	NA
572,3 Appl./TV/Radio/Music Gds.	17,205	23,394	16,439	18,297	21,759	0	7,033	NA	NA
Drinking and Drinking	118,762	109,300	105,743	102,716 <sup>2</sup>	84,443	79,521	84,162	85,792	87,930
5812 Eating	NA	NA	84,830	84,320	69,105	64,211	75,126	NA	NA
5813 Drinking	NA	NA	20,913	18,396	15,338	15,310	9,036	NA	NA
Misc. Retail (ex. Direct Mail)	141,574	123,517	121,531	99,608 <sup>2</sup>	90,572	0	89,324	91,640	91,640
591 Drug	11,532	10,516	10,660	7,946	7,071	9,152	11,827	NA	NA
592 Liquor	16,014	16,720	17,073	17,196	11,017	13,273	6,576	NA	NA
59 (ex. 5912) Other Misc.	114,028	96,281	93,798	74,466	72,484	0	70,921	NA	NA

567 (Custom Tailors) included in Men's and Boy's 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.

1 Order date excluded (See Appendix).



**RETAIL SALES IN CURRENT DOLLARS**  
(\$1,000)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
tail Trade**	422,850	420,130	403,383	403,282 <sup>2</sup>	410,844	432,273	463,509	497,345	541,379
ilding Materials	3,717	3,434	2,623	3,531	2,671	6,342	2,082	2,234	2,432
525 Hardware	2,445	2,480	2,130	2,448	2,104	D	D	D	D
52 (ex. 525) Other	1,272	954	493	1,083	567	D	D	D	D
eneral Merchandise	207,993	211,948	201,702	205,436	222,112	217,392	193,509	207,634	226,018
531 Department Stores	193,052	198,885	189,260	195,094	211,915	202,139	D	D	D
539 Misc. General Merch.	5,098	4,766	4,385	4,572	3,250	1,537	D	D	D
533 Variety Stores	9,843	8,297	8,057	5,770	6,947	13,716	D	D	D
od Stores	19,523	13,310	12,836	14,600	13,479	19,567	25,502	27,364	29,787
541 Grocery Stores	NA	NA	NA	NA	NA	NA	17,350	17,350	17,350
Other 54	NA	NA	NA	NA	NA	NA	8,152	8,152	8,152
tomotive	1,572	2,021	2,152	4,511	1,998	D	4,248	4,558	4,962
55 (ex. 554) Dealers	904	818	612	1,985	259	D	1,043	1,043	1,043
554 Gas Stations	668	1,203	1,540	2,526	1,739	2,219	3,205	3,205	3,205
parel & Accessories	74,268	63,915	57,593	53,141	53,990	46,253	51,861	55,647	60,574
562,3,8 Women's Clothing/Access.	28,598	24,411	25,572	22,332	24,293	17,452	19,989	19,989	19,989
562 Women's Ready Wear	26,511	20,160	19,231	17,314	19,556	14,882	15,348	15,348	15,348
56 (ex. 562,3,8) Other Apparel *	45,670	39,504	32,021	30,809	29,697	28,801	31,872	31,872	31,872
561,7 Men's/Boy's Custom Tail.*	21,651	16,301	18,348	17,657	14,765 <sup>1</sup>	8,132	9,552	9,552	9,552
564,5,9 Family, Child/Access.	11,405	10,577	2,293	3,614	5,423 <sup>1</sup>	8,549	10,161	10,161	10,161
566 Shoes	12,614	12,626	11,380	9,538	9,509	12,120	12,159	12,159	12,159
urniture/Home Furn./Appliances	18,273	27,267	20,768	19,879	18,820	12,969	12,821	13,757	14,975
571 Furniture/Furnishings	11,829	17,396	13,122	10,638	6,664	D	5,788	5,788	5,788
5712 Furniture	10,315	14,975	10,870	9,606	6,468	3,085	4,082	4,082	4,082
Other 571 Home Furnishings	1,514	2,421	2,252	1,032	196	D	1,706	1,706	1,706
572,3 Appl./TV/Radio/Music Gds.	6,444	9,871	7,646	9,241	12,156	D	7,033	7,033	7,033
ing and Drinking	44,480	46,118	49,183	51,877 <sup>2</sup>	47,175	56,001	84,162	90,306	98,301
5812 Eating	NA	NA	39,456	42,586	38,606	45,219	75,126	75,126	75,126
5813 Drinking	NA	NA	9,727	9,291	8,569	10,782	9,036	9,036	9,036
sc. Retail (ex. Direct Mail)	53,024	52,117	56,526	50,307 <sup>2</sup>	50,599	D	89,324	95,845	104,330
591 Drug	4,319	4,437	4,958	4,013	3,950	6,445	11,827	11,827	11,827
592 Liquor	5,998	7,055	7,941	8,685	6,155	9,347	6,576	6,576	6,576
59 (ex. 5912) Other Misc.	42,707	40,625	43,627	37,609	40,494	D	70,921	70,921	70,921

567 (Custom Tailors) included in Men's & Boy's 1948-1967. Changed to SIC 569 (Accessories) 1972-1979  
11 Order data excluded (see Appendix).

cludes data not classified by detailed kind of business.

8 CBD Sales series revised in 1967 Census. Census total not adjusted. SIC 58 (Eating and Drinking) and SIC 591 (Drugs) revised downward.

Table 17

CBD

## EMPLOYEES IN RETAIL ESTABLISHMENTS

	1948	1954	1958	1963	1967	1972	1977	1978	1979
tail Trade**	NA	NA	26,839	23,103	20,320	17,080	14,601	14,810	15,106
ilding Materials			91	132	80	129	40	37	38
525 Hardware			71	102	62	0	0		
52 (ex. 525) Other			20	30	18	0	0		
eneral Merchandise			14,198	12,210	10,988	9,085	6,679	6,768	6,903
531 Department Stores			13,109	11,432	10,475	8,418	0		
539 Misc. General Merch.			247	216	130	37	0		
533 Variety Stores			842	562	383	630	0		
od Stores			426	412	574	617	458	459	468
541 Grocery Stores			NA	NA	NA	NA	252		
Other 54			NA	NA	NA	NA	206		
tomotive			80	101	0	0	36	37	38
55 (ex. 554) Dealers			21	38	0	0	3		
554 Gas Stations			59	63	0	62	33		
parel & Accessories			3,301	2,837	2,500	1,516	1,370	1,392	1,420
562,3,8 Women's Clothing/Access.			1,835	1,416	1,041	541	477		
562 Women's Ready Wear			1,476	1,139	887	455	376		
56 (ex. 562,3,8) Other Apparel *			1,466	1,421	1,459	975	893		
561,7 Men's/Boy's Custom Tail.*			894	952	937	227	186		
564,5,9 Family, Child/Access.			88	118	197	414	465		
566 Shoes			484	351	325	334	242		
urniture/Home Furn./Appliances			794	596	568	309	231	237	242
571 Furniture/Furnishings			506	333	173	0	116		
5712 Furniture			411	294	0	64	75		
Other 571 Home Furnishings			95	39	0	0	41		
572,3 Appl./TV/Radio/Music Gds.			288	263	395	0	115		
ating and Drinking			5,593	5,259	4,124	3,616	4,156	4,221	4,305
5812 Eating			NA	NA	3,459	3,018	3,734		
5813 Drinking			NA	NA	665	598	422		
sc. Retail (ex. Direct Mail)			2,356	1,759	1,433	0	1,631	1,659	1,692
591 Drug			263	284	182	202	179		
592 Liquor			133	183	105	160	90		
59 (ex. 5912) Other Misc.			1,960	1,292	1,146	0	1,362		

567 (Custom Tailors) included in Men's & Boy's 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.  
 1 Order data excluded (see Appendix)

Under data not classified by detailed kind of business



## NUMBER OF RETAIL ESTABLISHMENTS

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade**	1,754	1,698	1,486	1,333	1,086	1,017	938	946	970
Building Materials	27	30	20	21	10	14	7	7	8
525 Hardware	15	13	9	12	6	8	6		
52 (ex. 525) Other	12	17	11	9	4	6	1		
General Merchandise	55	71	64	47	35	34	18	18	18
531 Department Stores	7	7	5	6	5	5	2		
539 Misc. General Merch.	39	58	53	33	26	11	5		
533 Variety Stores	9	7	6	8	4	18	11		
Food Stores	148	139	93	108	85	104	76	77	79
541 Grocery Stores	NA	NA	NA	NA	NA	NA	35		
Other 54	NA	NA	NA	NA	NA	NA	41		
Automotive	25	29	22	33	16	26	18	18	18
55 (ex. 554) Dealers	6	11	4	6	4	9	6		
554 Gas Stations	19	18	18	27	12	17	12		
Apparel & Accessories	386	351	284	233	188	144	127	128	131
562, 3, 8 Women's Clothing/Access.	96	77	97	86	73	49	43		31
562 Women's Ready Wear	27	31	32	29	27	23	29		
56 (ex. 562, 3, 8) Other Apparel *	290	274	187	147	115	95	84		
561, 7 Men's/Boy's Custom Tail.*	82	82	84	50	30	30	25		
564, 5, 9 Family, Child/Access.	133	115	27	38	33	23	16		
566 Shoes	75	77	76	59	52	42	43		
Furniture/Home Furn./Appliances	101	112	96	84	55	47	33	33	34
571 Furniture/Furnishings	65	68	57	43	21	21	15		
5712 Furniture	40	38	42	33	15	10	11		
Other 571 Home Furnishings	25	30	15	10	6	11	4		
572, 3 Appl./TV/Radio/Music Gds.	36	44	39	41	34	26	18		
Eating and Drinking	424	429	432	382	336	323	309	312	320
5812 Eating	NA	NA	NA	NA	NA	242	244		
5813 Drinking	NA	NA	NA	NA	NA	81	65		
Misc. Retail (ex. Direct Mail)	566	515	475	425	339	325	350	353	362
591 Drug	22	29	23	37	22	30	24		
592 Liquor	38	31	30	31	18	18	21		
59 (ex. 5912) Other Misc.	506	455	422	357	299	277	305		

C 567 (Custom Tailors) included in Men's and Boy's 1948-1967. Changed to SIC 569 (Accessories) 1972-1979.  
 11 Order data excluded (see Appendix).

cludes data not classified by detailed kind of business.

e: Census of Retail Trade: Major Retail Centers.

Table 19

CBD

RETAIL SALES PER EMPLOYEE  
(1977 Constant Dollars)

	1948	1954	1958	1963	1967	1972	1977	1978	1979
Retail Trade**	NA	NA	32,314	34,563 <sup>2</sup>	36,191	35,938	31,745	31,591	31,578
Building Materials			61,978	52,962	59,763	69,806	52,050	52,465	52,936
525 Hardware			64,507	47,520	60,742	D	D		
52 (ex. 525) Other			53,000	71,467	56,389	D	D		
General Merchandise			30,544	33,314	36,183	33,979	28,973	28,408	28,101
531 Department Stores			31,040	33,790	36,213	34,098	D		
539 Misc. General Merch.			38,170	41,912	44,746	58,973	D		
533 Variety Stores			20,572	20,327	32,467	30,916	D		
Food Stores			64,782	70,165	42,033	45,032	55,681	56,114	56,602
541 Grocery Stores			NA	NA	NA	NA	68,849		
Other 54			NA	NA	NA	NA	39,573		
Automotive			57,838	88,436	D	D	118,000	118,798	119,665
55 (ex. 554) Dealers			62,667	103,421	D	D	347,667		
554 Gas Stations			56,119	79,397	D	50,823	97,121		
Apparel & Accessories			37,511	37,088	38,657	43,324	37,855	38,047	38,210
562,3,8 Women's Clothing/Access.			29,962	31,227	41,771	45,808	41,906		
562 Women's Ready Wear			28,013	30,098	39,465	46,444	40,819		
56 (ex. 562,3,8) Other Apparel *			46,961	42,929	36,435	41,946	35,691		
561,7 Men's/Boy's Custom Tail.*			44,125	36,724	28,206	50,868	51,355		
564,5,9 Family, Child/Access.			56,023	60,644	49,284	29,324	21,852		
566 Shoes			50,552	53,803	52,372	51,527	50,244		
Furniture/Home Furn./Appliances			56,236	66,040	59,310	59,599	55,502	55,365	55,056
571 Furniture/Furnishings			55,755	63,252	68,954	D	49,897		
5712 Furniture			56,861	64,694	D	68,453	54,427		
Other 571 Home Furnishings			50,968	52,385	D	D	41,610		
572,3 Appl./TV/Radio/Music Gds.			57,080	69,570	55,086	D	61,157		
Eating and Drinking			18,906	19,532 <sup>2</sup>	20,476	21,991	20,251	20,325	21,425
5812 Eating			NA	NA	NA	21,276	20,119		
5813 Drinking			NA	NA	NA	25,602	21,412		
Misc. Retail (ex. Direct Mail)			51,584	56,628 <sup>2</sup>	63,205	D	54,766	55,237	
591 Drug			40,532	27,979	38,852	45,307	66,073		
592 Liquor			128,368	93,967	104,924	82,956	73,067		
59 (ex. 5912) Other Misc.			47,856	57,636	63,250	D	52,071		

SIC 567 (Custom Tailors) included in Men's and Boy's 1958-1967. Changed to SIC 569 (Accessories) 1972-1979.  
 \*all Order data excluded (see Appendix)



SIC

		<u>1948</u>	<u>1958</u>	<u>1967</u>	<u>1977</u>
	Retail Total	38.9	32.5	29.7	25.3
52	Building Materials	15.7	8.7	11.9	6.3
525	Hardware	25.3	19.4	25.3	-
	52(ex525)Other	9.1	2.6	4.0	-
53	General Merchandise	74.1	83.1	75.8	75.5
531	Department Stores	( 75.6	( 37.6	80.5	-
539	Misc. General Merchandise	(	(	39.8	-
533	Variety Stores	52.9	40.5	32.1	-
54	Food Stores	8.7	5.2	5.4	6.9
541	Grocery Stores	-	-	-	5.3
54	Other	-	-	-	19.2
55	Automotive	1.6	1.3	1.0	1.8
55(ex554)Dealers		1.2	.5	.2	.7
554	Gas Stations	3.7	3.7	3.4	3.9
56	Apparel and Accessories	60.0	47.4	43.2	31.4
562,3,8	Women's Clothing & Accessories	51.7	43.8	41.4	24.5
562	Women's Ready Wear	55.0	-	41.5	-
56(ex562,3,8)					
	Other Apparel	65.8	50.7	44.9	38.1
561,7	Men's & Boys', Custom Tailors	73.2	62.1	-	30.3
564,5,9	Family, Child., & Access.	56.5	18.1	-	43.3
566	Shoes	64.2	55.0	-	42.4
57	Furniture, Home Furnishings & Appli.	33.2	31.2	30.4	20.0
571	Furniture & Furnishings	32.4	33.9	20.3	13.2
5712	Furniture	42.1	-	25.7	13.0
Other 571	Home Furnishings	12.6	-	2.6	13.9
572,3	Appliances, T.V., Radio, Music Goods	34.8	27.4	42.0	34.4
58	Eating & Drinking	37.6	32.8	25.3	25.8
5812	Eating	-	-	26.6	26.5
5813	Drinking	-	-	20.6	21.0
59	Miscellaneous Retail (ex Direct Mail)	32.6	26.8	21.5	23.8
591	Drug	14.5	12.7	9.4	16.2
592	Liquor	22.0	16.4	8.7	6.8
59(ex591.2)	Other Miscellaneous (Mail order)	40.3	34.6	33.0	34.5

#### 4. Back Bay

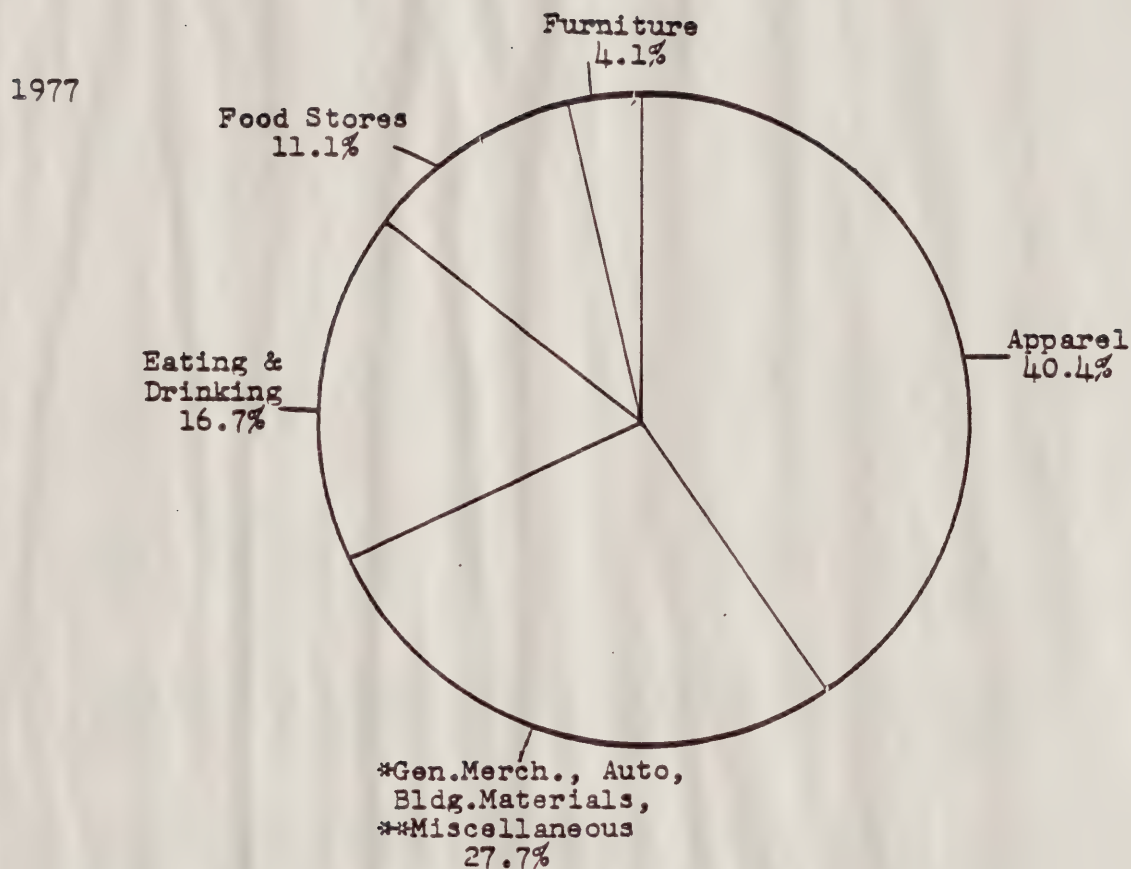
Back Bay has become the second largest retail center in Boston, surpassed only by the Central Business District. Retail sales increased by four percent between 1972 and 1977 to a total of \$137 million and an estimated four percent extra by 1979 to \$142 million. Although complete sales information is not available, eating and drinking establishments and apparel stores have captured the largest growth. The composition of sales in Back Bay reveals the presence of high quality specialty stores in the area. Apparel accounts for forty percent of all sales, general merchandise and specialty goods comprise 28 percent, and eating and drinking establishments total another seventeen percent. See Chart 6. Both employment and the number of stores have increased throughout the 1970s.

The emergence of the Back Bay as a major retail center has been a consequence of several important factors. Newbury and Boylston Streets from Arlington Street to Copley Square have long been the site for a number of specialty apparel stores and other smaller, high-quality merchandise shops. The construction of the Prudential Center Mall and two adjacent department stores added to the size of the Back Bay specialization in apparel. Furthermore, the growth of eating and drinking establishments, as well as high quality specialty stores along Boylston and Newbury Streets as far as Massachusetts Avenue have added to the size, strength, and specialty of the Back Bay retail area. These growth trends in Back Bay retailing have been spurred by the growth in population and income of local neighborhood residents and by the presence of distinctive stores that attract the outlying city and suburban shopper.



Chart 6

BACK BAY RETAIL SALES  
(Percent Distribution)  
1977



\* Department Stores, Misc. General Merchandise and Variety Stores  
\*\* Drugs, Liquor, Jewelry, Sporting Goods, Luggage, etc.

Table 21

BACK BAY

RETAIL SALES IN 1977 CONSTANT DOLLARS  
(\$1,000)

	1972	1977	1978	1979
Retail Total**	131,749	137,169	138,961	142,086
52 Building Materials	0	0	0	0
525 Hardware	0	0	0	0
52 (ex. 525) Other	0	0	0	0
53 General Merchandise	0	0	0	0
531 Department Stores	0	0	0	0
539 Misc. General Merch.	0	0	0	0
533 Variety Stores	-	-	-	-
54 Food Stores	0	15,190	0	0
541 Grocery Stores	0	14,259	0	0
Other 54	0	931	0	0
55 Automotive	0	0	0	0
55 (ex. 554) Dealers	0	0	0	0
554 Gas Stations	0	0	0	0
56 Apparel & Accessories	52,556	55,447	56,264	57,615
562,3,8 Women's Clothing/Access.	31,233	36,527	0	0
562 Women's Ready Wear	26,886	32,293	0	0
56 (ex. 562,3,8) Other Apparel	21,323	18,920	0	0
561,7 Men's/Boy's, Custom Tail.	16,208	12,769	0	0
564,5,9 Family/Child Access.	0	3,414	0	0
566 Shoes	0	2,737	0	0
57 Furniture/Home Furn./Appliances	8,530	5,656	5,695	5,751
571 Furniture/Furnishings	4,482	0	0	0
5712 Furniture	1,000	0	0	0
Other 571/Home Furnishings	3,482	3,053	0	0
572,3 Appl./TV/Radio/Music Gds.	4,048	0	0	0
58 Eating and Drinking	18,926	22,940	23,508	24,104
5812 Eating	15,531	20,986	0	0
5813 Drinking	3,395	1,954	0	0
59 Misc. Retail (ex. Direct Mail)	32,805	0	0	0
591 Drug	4,780	4,719	0	0
592 Liquor	3,455	0	0	0
59 (ex. 591,2) Other Misc.	24,570	0	0	0

- Represents Zero  
D Withheld by Census to Avoid Disclosure  
NA Not Available  
No pre-1972 data available



BACK BAY  
RETAIL SALES IN CURRENT DOLLARS  
(\$1,000)

	1972	1977	1978	1979
Retail Total**	92,581	137,169	147,182	160,213
52 Building Materials	0	0	0	0
525 Hardware	0	0	0	0
52 (ex. 525) Other	0	0	0	0
53 General Merchandise	0	0	0	0
531 Department Stores	0	0	0	0
539 Misc. General Merch.	0	0	0	0
533 Variety Stores	-	-	-	-
54 Food Stores	0	15,190	16,299	17,742
541 Grocery Stores	0	14,259		
Other 54	0	931		
55 Automotive	0	0	0	0
55 (ex. 554) Dealers	0	0	0	0
554 Gas Stations	0	0	0	0
56 Apparel & Accessories	37,011	55,447	59,495	64,762
562,3,8 Women's Clothing/Access.	21,995	36,527		
562 Women's Ready Wear	18,934	32,293		
56 (ex. 562,3,8) Other Apparel	15,016	18,920		
561,7 Men's/Boy's, Custom Tail.	11,414	12,769		
564,5,9 Family/Child Access.	0	3,414		
566 Shoes	0	2,737		
57 Furniture/Home Furn./Appliances	6,007	5,656	6,069	6,606
571 Furniture/Furnishings	3,156	0		
5712 Furniture	704	0		
Other 571/Home Furnishings	2,452	3,053		
572,3 Appl./TV/Radio/Music Gds.	2,851	0		
58 Eating and Drinking	13,328	22,940	24,507	26,677
5812 Eating	10,937	20,986		
5813 Drinking	2,391	1,954		
59 Misc. Retail (ex. Direct Mail)	23,102	0	0	0
591 Drug	3,366	4,719		
592 Liquor	2,433	0		
59 (ex. 591,2) Other Misc.	17,303	0		

- Represents Zero  
0 Withheld by Census to Avoid Disclosure  
NA Not Available  
No pre-1972 data available.

\*\* Mail Order Data Excluded (see Appendix)

Source: 1972, 1977 Census of Retail Trade: Major Retail Centers.

Table 23

BACK BAY  
EMPLOYEES IN RETAIL ESTABLISHMENTS

	1972	1977	1978	1979
Retail Total**	3,425	3,621	3,673	3,746
52 Building Materials	0	0	0	0
525 Hardware	0	0	0	0
52 (ex. 525) Other	0	0	0	0
53 General Merchandise	0	0	0	0
531 Department Stores	0	0	0	0
539 Misc. General Merch.	0	0	0	0
533 Variety Stores	-	-	-	-
54 Food Stores	0	274	279	285
541 Grocery Stores	0	209	209	209
Other 54	0	65	65	65
55 Automotive	0	0	0	0
55 (ex. 554) Dealers	0	0	0	0
554 Gas Stations	0	0	0	0
56 Apparel & Accessories	1,212	1,055	1,069	1,090
562,3,8 Women's Clothing/Access.	844	725	725	725
562 Women's Ready Wear	734	646	646	646
56 (ex. 562,3,8) Other Apparel	368	330	330	330
561,7 Men's/Boy's, Custom Tail.	251	202	202	202
564,5,9 Family/Child Access.	0	63	63	63
566 Shoes	0	65	65	65
57 Furniture/Home Furn./Appliances	148	127	129	131
571 Furniture/Furnishings	77	0	0	0
5712 Furniture	9	0	0	0
Other 571/Home Furnishings	68	95	95	95
572,3 Appl./TV/Radio/Music Gds.	71	0	0	0
58 Eating and Drinking	1,091	1,502	1,524	1,555
5812 Eating	928	1,386	1,386	1,386
5813 Drinking	163	116	116	116
59 Misc. Retail (ex. Direct Mail)	540	0	0	0
591 Drug	91	108	108	108
592 Liquor	37	0	0	0
59 (ex. 591,2) Other Misc.	412	0	0	0

- Represents Zero  
 0 Withheld by Census to Avoid Disclosure  
 NA Not Available  
 No pre-1972 data available



# NUMBER OF RETAIL ESTABLISHMENTS

	1972	1977	1978	1979
<b>Retail Total**</b>				
52 Building Materials	212	237	239	245
525 Hardware	2	2		
52 (ex. 525) Other	1	1	2	2
53 General Merchandise	1	1		
531 Department Stores	3	3	3	3
539 Misc. General Merch.	1	1		
533 Variety Stores	2	2		
54 Food Stores	-	-		
541 Grocery Stores	10	14	14	15
Other 54	0	7		
55 Automotive	0	7		
55 (ex. 554) Dealers	0	1	1	1
554 Gas Stations	0	0		
56 Apparel & Accessories		1		
562,3,8 Women's Clothing/Access.	71	73	74	75
562 Women's Ready Wear	44	38		
56 (ex. 562,3,8) Other Apparel	28	28		
561,7 Men's/Boy's, Custom Tail.	27	35		
564,5,9 Family/Child Access.	13	12		
566 Shoes	3	11		
57 Furniture/Home Furn./Appliances	11	12		
571 Furniture/Furnishings	25	24	24	25
5712 Furniture	19	22		
Other 571/Home Furnishings	3	4		
572,3 Appl./TV/Radio/Music Gds.	16	18		
58 Eating and Drinking	6	2		
5812 Eating	37	46	46	48
5813 Drinking	27	38		
59 Misc. Retail (ex. Direct Mail)	10	8		
591 Drug	64	74	75	76
592 Liquor	8	9		
59 (ex. 591,2) Other Misc.	5	3		
	51	62		

- Represents Zero

D Withheld by Census to Avoid Disclosure

NA Not Available

No pre-1972 data available

\*\* Mail Order Data Excluded (see Appendix)

Source: Mass Division of Employment Security

U S 1960 S.

Table 26

NEW AND REHABILITATED RETAIL DEVELOPMENT,  
1968-1979

	Sq.Ft.
1980 Dock Square Garage Retail, Waterfront	17,000
1980 Affiliated Hospitals Materials Handling Center, Fenway	12,886
1979 Knoll Building, 37 Newbury Street, BB	2,500
1979 Exeter Towers, BB	12,000
1979 Park Square Arcade Building, Midtown	50,000
1979 Back Bay Raquetball Club/Rehab, Midtown	28,000
1979 Anderson Park/Conversion	6,000
1979 510 Boylston St./Rehab., BB	15,000
1979 226-232 Newbury St./Rehab., BB	7,000
1978 Western Avenue, Brighton	20,500
1978 Thompson Square, Charlestown	10,000
1978 Woodbury Bldg. Retail, E. Boston	4,000
1978 Sherman's and Osco Drug, CBD	40,000
1978 Barnes and Noble, CBD	20,000
1978 Charlestown Shopping Mall, Chltn.	80,000
1978 Border Street, East Boston	6,000
1978 Jordan Marsh Redesign, CBD	300,000
1978 "The Corner", CBD	65,000
1977 Faneuil Marketplace, Waterfr.	215,000
1977 Waterfront Scattered Sites	50,000
1976 Shawmut Bank Retail, CBD	10,000
1975 Waterfront Scattered Sites	50,000
1975 Kennedy's Rehab/Expansion, CBD	40,000
1975 Star/Osco Mall, Ryde Park	50,000
1975 Exeter Theatre and Restaurant, BB/BH	26,000
1974 Turfs Garage/Retail, South Cove	20,000
1973 One Winthrop Square Retail, CBD	18,000
1973 One Beacon Street Retail, CBD	12,000
1972 One Washington Mall Retail, CBD	12,000
1972 Filene's Addition/Rehab, CBD	130,000
1972 Star/Osco Mall, Mattapan	50,000
1972 Day Sq. Building Supply, E. Boston	30,000
1972 Scattered Sites, E. Boston	10,000
1972 Pl Alley Retail, CBD	10,000
1971 "57" Theatres/Retail, CBD	20,000
1971 Saks Fifth Avenue, BB/BH	110,000
1970 Old City Hall Retail, CBD	10,000
1970 Woolworth's, CBD	132,000
1970 Lewis Wharf Retail, Waterfr.	30,000
1970 Harbor Towers Retail, Waterfr.	30,000
1970 Blackstone Block Retail, CBD	7,500
1969 Bullfinch Place, CBD	8,500
1969 1,2,3 Center Plaza Retail, CBD	80,000
1969 Lord & Taylor, BB/BH	135,000
1969 Long Wharf Retail, Waterfr.	20,000
1969 Sears Crescent Retail, CBD	20,000
1968 Charles River Plaza, W. End	50,000
1979/1980 Total	170,886
1968-1980 Total	2,081,886

59 (ex. 591.4)

Represents Zero  
 B Withheld by Census to Avoid Disclosure  
 NA Not Available  
 No pre-1972 data available



Table 27

RETAIL DEVELOPMENT UNDERWAY, PLANNED AND APPROVED,  
1981-1985

	<u>Square Feet</u>
Underway	245,920
Approved	812,000
Planned	287,000
Total	<u>1,344,920</u>
Proposed	300,000
Total	<u>1,644,920</u>

on Boylston and Newbury Streets extending from Park Square to Copley Square. During the 1970s a substantial amount of rehabilitation to retail use of older, underused buildings along Boylston and Newbury Streets as far as Massachusetts Avenue have strengthened Back Bay's retail role as a center for apparel, art, antiques, a wide range of specialty goods, as well as entertainment activity. The large, focused, and timely planning efforts which went into the Back Bay retail sector have had a definite effect on raising the volume of retail sales since 1972 at a faster rate than that of the metropolitan area.

The Central Business District has seen three major efforts aimed at rejuvenating retail activity in the central city retail core. Government Center redevelopment in the late 1960s brought a newer, although smaller, stock of retail space in the old Scollay Square area with the Center Plaza Mall, Sears Crescent, and other smaller shops and restaurants. Quincy Market/Faneuil Hall reclamation of over 200,000 square feet of retail space in 1977-1978 was the anchor of a new and distinctive concept in inner-city retailing attractive to the larger downtown resident and working population, the suburban shopper and the tourist trade. This project was able to build upon and enhance the historic importance of downtown. It also enabled the linkage of older downtown with the waterfront where newer retail stores and commercial strips were started. The third major effort to revitalize CBD retail trade was the creation of a pedestrian mall called Downtown Crossing in the heart of Boston's retail core accompanied by the restoration of Boston's two major department stores--Filene's and Jordan Marsh. Preliminary surveys indicate that Downtown Crossing has encouraged a better downtown shopping environment and increased sales activity.



Outside of downtown Boston a new interest in revitalizing neighborhood retail districts is evident. Charlestown, East Boston, and several other commercial districts received some new stores and street improvements during the 1970s but other commercial districts have been neglected. Some neighborhood retail districts hurt by disinvestment and population decline over the last twenty years, have received little public or private development interest. Recently, the CARD (Commercial Area Revitalization District) and CDBG (Community Development Block Grant) programs have been used by the City to create the physical and financial planning means to aid redevelopment of older retail areas. The present activity in Roslindale Square and Dorchester/Lower Mills aimed at rehabilitation and restoration of some older commercial districts have been started through these new public redevelopment initiatives.

Given the significant amount of publicly and privately initiated new and rehabilitated retail projects since 1967 a revival of retail trade in Boston is beginning to emerge. Back Bay retail sales have grown consistently since 1972. CBD trade has shown recent gains with Quincy Market and Downtown Crossing. Employment in retail trade has shown gains since 1978, the first steady gains in many years. Neighborhood commercial districts have received a new emphasis in redevelopment project priorities. The new investment in the retail sector from the early 1960s to the present has been focused on capturing a rising share of the expanding metropolitan market and the increase in downtown employment, population and tourist trade. Recent retail development efforts have directly created the climate for a healthier retail market in Boston.

Table 28

RETAIL SPACE, 1980  
DOWNTOWN AREAS AND CITY TOTAL  
SQUARE FEET OF FLOOR AREA, ESTIMATE

<u>District</u>	<u>Gross Square Feet (Millions)</u>	<u>Percent of City</u>	<u>Percent of Downtown</u>
Central Business District (Census)	4.4	25.0%	69%
Back Bay (Boylston/Newbury/ Prudential) - (Census)	1.2	6.8	19
Other Downtown Cambridge/Charles Streets Midtown/Park Square Mass. Avenue/Huntington Avenue	.8	4.5	12
Total Downtown	6.4	36.4	100%
Total City	19.0	100.0%	-

Source: Boston Redevelopment Authority Research Department, 1981  
Based on 300 square feet of retail space per retail employee  
downtown and 350 as a City total.



D. THE OUTLOOK FOR RETAIL TRADE IN THE 1980s

Boston's retail trade in the 1980s will reflect an upswing from the low point reached in the late 1960s through the mid-1970s. Projected Boston growth over the next ten years in population, employment, and visitors will expand the number of potential consumers. In addition, the growing size and income of the suburban market is an important element of expanding retail sales in the City even with a constant 1975 percentage of suburban shoppers. If retail sales rise in direct proportion to projections of total personal income for Massachusetts, Boston's sales should increase 2.6 percent per year to 1990. This would result in \$2.3 billion of sales, an increase of \$.5 billion over 1979 levels.

A heightened interest in urban retailing is evident by the investment decisions of new and existing retailers. The recent retail revival was recognized in the November 1976 edition of Land Use Digest which described the emerging new development in older urban centers taking three forms:

- replacement of obsolete facilities
- remodeling and renovation of older "flagship" stores.
- introduction of urban "malls" into high density CBD retail environments

In Boston, the recent development of Quincy Market, Downtown Crossing, and the remodelling of Jordan Marsh and Filene's represented this renewed investment interest in the late 1970s. These commercial ventures lay the groundwork for similar private retail interest and will provide the basis for gains in the 1980s.

There are solid economic factors behind the "basic shift in retail strategies" to a renewed interest in urban retailing. A slowdown in suburban population growth, environment and growth concerns in metropolitan areas,

rising energy and transportation costs, as well as the expanding cost of new construction and development are among the most recent economic and demographic trends favoring cities. Furthermore, the traditional advantages of downtown, central locations are still attractive to both merchants and retailers. These advantages include the existence of transportation networks, the large daytime working population, and the benefits of a dense, compact retail area offering the opportunity for specialty and comparison shopping. All of these economic factors have helped renew interest in the urban retail market.

A final set of reasons for renewed downtown retail interest is the revival of urban neighborhoods. According to the preliminary 1980 Census, there has been an increased resident population and greater income levels in certain inner-city areas. The outlook for increased health of retail trade in outlying City neighborhoods depends upon the growth of the downtown economy, the development of local commercial revitalization strategies, the rise in residential neighborhood quality, and the involvement of local support by neighborhood community and business groups. Prospects for outlying city neighborhoods require the health of the downtown economy as well as specific local strategies for commercial revitalization.

The economic outlook for retail trade in the U.S. and New England to 1985 are good. The Department of Commerce in 1980 U.S. Industrial Outlook expects total retail sales "to grow through 1984 at an average annual rate of 10 percent...reflecting continued growth in disposable personal income." With regards to the location of future retail growth, the advantages of the city are emphasized:



"The construction of new retail facilities, such as department stores, generally takes several years from planning to ribbon cutting, and planners may face difficult decisions on locations of future stores. In the past, new stores were located in the path of expanding suburbia. In the future, population may become stationary or return to the city, in which case stores planned for completion beyond the population fringe may have trouble competing with those located in more densely populated areas. Additional planning considerations include whether to locate new stores near public transportation, such as bus lines or mass transit systems, or to enlarge successful established units.<sup>1)</sup>

Several other trends in retail trade are indicated: the growth of drug, variety, and other diverse product retailers, increased automation, remodeling and expansion of existing stores, upgrading of customer service, and a slightly larger firm size. The Real Estate Research Corporation of Chicago outlined some other emerging trends in retail development which include the strong demand for "high-end" luxury retailing, the continued trend toward specialty shopping in major metropolitan retail areas, the fast growth of restaurants, and the emergence of stores selling discount and "promotionally-priced" goods.<sup>2)</sup>

On the regional level, growth in retail employment is projected to be somewhat lower than national rates through 1985. The growth is also the direct result of gains in personal income at a level just below the U.S. average. Greatest gains should occur in "department stores, grocery stores, and restaurants."<sup>3)</sup> In the Boston metropolitan area, retail sales and employment growth

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1) Department of Commerce, U.S. Industrial Outlook, 1980, p. 456.

2) Real Estate Research Corporation, Emerging Trends in Real Estate, 1981, pp. 18-19.

3) U.S. Department of Labor, "Projections of Industrial Employment in New England to 1985". Regional report #77-4, pp. 23-24.

may equal national gains as the slowdown in population is outdistanced by fast growth in per capita income.

The outlook for the City of Boston depends upon the growth of both the "captive" retail market--local population, employment, and tourists--and the suburban market. The effect of the expanding captive market in the City by 1990 is based upon gathering a larger number of shoppers from the expected 10,000 population gain in certain neighborhoods, the estimated 80,000 new employees in the City, and the expected four to five percent annual increase in City tourism. Perhaps the key to a stable and even growing level of City retail sales is attaining a constant proportion of the fast-growing suburban retail market. This suburban shopping element is more directly related to the CBD retail core and Back Bay. Should the downtown succeed in gaining an even greater share of suburban shoppers given some of the emerging economic trends, the outlook for the City retail market would be greatly aided. As a final element, the neighborhood commercial districts will need to be stabilized by efforts to more closely meet the needs of local shoppers through public and private efforts to improve the capability of local retailers.

Boston's role as a retail center for the metropolitan area and the region can be given a boost if it can capture some of the benefits of local and regional gains in economic activity in the 1980s. This result depends upon the City retail market matching the needs of both new and traditional Boston residents and visitors from all areas. The emerging successes enjoyed by the recent development in downtown Boston provides encouragement for the present and a foundation for further growth. Newer projects underway at Copley Place, Lafayette Place, Charlestown Navy Yard together with the neighborhood commercial revitalization efforts show a continued commitment by retailers and an expanding scope of retail development in Boston.



TECHNICAL APPENDIX

DESCRIPTION, SOURCES AND METHODOLOGY FOR TABLES

OF RETAIL TRADE DATA

1.0 Description and Definitions

A detailed series of retail trade information was compiled for four areas within the Boston region: SMSA, City, Central Business District and Back Bay. SMSA/City and CBD/Back Bay boundaries are shown on the accompanying maps.

Nine years of the period 1948 through 1979 were charted. 1948, 1954, 1958, 1963, 1967, 1972 and 1977 were the years in which the Census of Retail Trade was taken. In addition, 1978 and 1979 were the latest years for which data could be obtained and estimated in detail. The whole series, 1948-1979, was tracked for the City, 1958-1979 was charted for the SMSA and CBD, while 1972-1979 was obtained for Back Bay.

Each regional series contains five separate economic characteristics of retail trade:

1. Employees in Retail Establishments
2. Number of Retail Establishments
3. Retail Sales in Current Dollars
4. Retail Sales in 1977 Constant Dollars
5. Retail Sales per Employee

The first three elements are actual counts or sample surveys of information for the particular area during the specific year. The last two elements were derived from the others.

Employment is the number of full time and part time employees. The Census of Retail Trade counts employees as of March 12th. Massachusetts Department of Employment Security (MDES) counts the average annual employees.

Establishments refer to the businesses that are physically located in the geographic area.

Sales includes the receipts from all merchandise sold or leased for cash or credit at the establishments, receipts for services performed, and receipts of excise taxes. Carrying charges, sales taxes, commissions, and non-operating income are not included. Information was obtained by detailed industry for each series of the retail trade sector in order to observe economic trends on an industry-by-industry basis. The Standard Industrial Classification (SIC) code was used to organize the data for these major groupings of retail trade industries:

1. Building Materials and Hardware Stores
2. General Merchandise Stores - (Department & Variety Store Goods)
3. Food Stores

4. Automotive and Gas Dealers
5. Apparel and Accessories Stores
6. Furniture, Home Furnishings, Appliances, and Music Stores
7. Eating and Drinking Establishments
8. Miscellaneous Retail Stores - (Drug, Liquor, Jewelery, Sporting Goods, Books, Stationery, Hobby, Camera, Gift, Luggage, and Sewing Stores)

Most industries were broken into their detailed components where data was available. This kind-of-business data is compiled on an industry or business basis. Thus, the data does not represent commodities. Rather, it reflects the business which sells a commodity or group of commodities that is the primary but not sole source of establishment receipts.

### 1.1 Technical Note: Industrial Classification

The means of industrial classification, the SIC code, has changed three times since 1948. The following table shows the SIC code series which was used for the years charted in this report:

1948	1945 SIC Codes
1954	
1958	1957 SIC Codes
1963	
1967	1967 SIC Codes
1972	
1977	1972 SIC Codes
1978	
1979	

Because of these periodic changes of retail trade business classification into industry type, the comparability of detailed establishment, employment, sales, and sales per employee data is not always possible. However, the vast majority of changes that occurred were within the eight major categories listed. Thus, for example, Custom Tailors is included with SIC 561 in 1967 but with SIC 569 in 1972. Nevertheless, there are several instances where large changes between major categories occurred. As an example, SIC #52 was changed between 1967 and 1972 so that the change in employees and sales is an "artificial" change.

In order to use the tables with these classification changes in mind, three general rules are appropriate:

1. Comparability should be generally similar except where a very large change in employees, establishments, sales, or sales per employee occurs. In this case the comparability should be ruled out.
2. Comparability should be generally similar unless a footnote denotes a classification change.
3. The use of major industry classes for comparability gives a more accurate picture than that of detailed industry classification.



For a more detailed description of industrial classification, see Appendix A of the Census of Retail Trade.

## 2.0 Sources

Two primary sources were used to obtain data for establishments, employment, and retail sales:

1. The Census of Retail Trade, Major Retail Centers.
2. Massachusetts Division of Employment Security (MDES), ES-202 reports.

The following chart shows which source was used for the data on each geographical area:

	<u>SMSA</u>	<u>City</u>	<u>CBD</u>	<u>Back Bay</u>
Establishments	MDES	MDES	Census	Census
Employment	MDES	MDES	Census	Census
Sales	Census	Census	Census	Census

MDES information was used for SMSA and City establishment and employment data because the count of businesses and jobs is much more detailed, much more complete (it is a count rather than a survey), and it is up-to-date and available on a monthly basis. Since MDES data is not kept below the level of the City, Census employment and establishment data was used for CBD and Back Bay retail districts.

Since 1977 was the last year of the Census of Retail Trade, data had to be derived for 1978 and 1979 where the Census was the sole source. See the following description of Methodology.

Data for sales in constant dollars and sales per employee for all years were based on the above data and calculated according to the following methodologies.

## 3.0 Methodology

Two sets of methodologies were used: one for SMSA and City and another for CBD and Back Bay. The difference lies primarily in the estimation of 1978 and 1979 data.

### 3.1 SMSA and City

- The number of establishments and employees is directly available from MDES for 1948 (1958 for SMSA)-1979.
- Retail sales in current dollars is directly available from The Census of Retail Trade for 1948 (1958)-1977.
- Retail sales in constant dollars was obtained for 1948 (1958)-1977 by multiplying retail sales in current dollars by the implicit price deflators in Table A.
- Sales per employee for 1948 (1958)-1977 was calculated by dividing constant dollar retail sales by number of employees for each industry.

- Sales per employee for 1978 and 1979 was calculated using an average annual change of 1948 (1958) to 1977 sales per employee applied to 1977.
- The volume of retail sales in constant dollars for 1978 and 1979 was obtained as the product of sales per employee and the number of employees for each industry.
- The volume of retail sales in current dollars for 1978 and 1979 was calculated by multiplying constant dollar sales times the implicit price deflation for 1978 and 1979. (See Table 1).

### 3.2 CBD and Back Bay

- The number of establishments and employees for 1958-1977 (CBD) and 1972-1977 (Back Bay) is directly available from the Census except where information was withheld for confidentiality.
- The number of establishments and employees for 1978 and 1979 was calculated as a constant share of total City establishments and employees from 1977 and allocated to specific industries according to the distribution among industries in 1977 for both CBD and Back Bay. (See Tables 3 and 4.)
- Retail sales in current dollars is directly available from The Census of Retail Trade for 1958 to 1977 (CBD) and 1972-1977 (Back Bay).
- Retail sales in constant dollars was calculated for 1958-1977 (CBD) and 1972-1977 (Back Bay) by multiplying retail sales in current dollars by the implicit price deflator, in Table 1, for appropriate years.
- Sales per employee for 1958-1977 (CBD) and 1972-1977 (Back Bay) was calculated by dividing constant dollar retail sales by the number of employees for each industry.
- Sales per employee for 1978 and 1979 for both CBD and Back Bay were derived for each industry of retail trade by applying the 1977 ratio of CBD to City and Back Bay to City retail sales per employee to 1978 and 1979 City retail sales per employee data by industry. (See Tables 5 and 6.)
- Retail sales for 1978 and 1979 in constant dollars was obtained by multiplying retail sales per employee by the number of employees in each industry for both CBD and Back Bay.
- Retail sales for 1978 and 1979 in current dollars is the product of retail sales in constant dollars and the implicit price deflators for 1978 and 1979.

### 3.3 Reasons for using the annual average change in retail sales per employee as the basis for retail sales estimates for 1978 and 1979.

After the 1977 Census of Retail Trade, the only available data from the retail trade series is the MDES count of establishments and employment for Boston and the SMSA. Since this series gives employment, an estimate of sales per



employee for the City and SMSA would enable derivation of sales in both current and constant dollars. This estimate of sales per employee in 1978 and 1979 would be the only estimate necessary to derive a complete retail trade series for the SMSA and the City.

There are two other primary statistical reasons why the estimate of retail sales per employee was used.

1. Retail sales per employee would involve employment as one element which is detailed, accurate, and readily available for both past and present years.
2. Retail sales per employee tends to remain fairly constant over time even where classification changes occur because classification affects both sales and employment and therefore the ratio remains a steady barometer.

In order to estimate retail sales per employee for 1978 and 1979, an annual average trend was derived for each major industry grouping. It was decided that the first year of the series would be best for these estimation purposes: 1948 for the City and 1958 for the SMSA. This method was used because a longer time frame would smooth out any sudden yearly variances caused by 3-code changes that could occur by using every time period. The long period would also get the long-term perspective rather than a narrow short-term view. Alternatively, a yearly trend-line or a multiple regression could be used for this analysis but because of the previous technical problems, this report solely used the annual average trend method.

#### 3.4 Reasons for using the City series as the basis of CBD and Back Bay establishments, employment, and retail sales per employee data for 1978 and 1979.

Both the Central Business District and Back Bay retail series for 1978 and 1979 were not done independently, as for the City and SMSA series, but were anchored to City data. The rationale for this decision was based on three points:

1. CBD and Back Bay are both part and parcel of the City and therefore these retail trends should be grounded in City trends.
2. CBD and Back Bay retail series are much smaller and shorter than the City series which would result in a less accurate estimate.
3. Use of City as the anchor for CBD and Back Bay series would incorporate the accurate and detailed City employment data available for 1978 and 1979.

As described in the Methodology section, employment and establishments totals were derived as a constant 1977 share of City totals and distributed according to the 1977 composition. This method was used because derivation of City share by industry would involve very small ratios.

Retail sales per employee for CBD and the Back Bay were derived on a ratio of City values on an industry-by-industry basis. This method is consistent with the estimation used for City and SMSA on an industry basis.

Table 1

IMPLICIT PRICE DEFLATORS AND MULTIPLIERS FOR  
U.S. GROSS NATIONAL PRODUCT

1977 CONSTANT DOLLAR SERIES

	<u>DEFLATOR</u>	<u>MULTIPLIER</u>
1948	37.39	2.67
1954	42.13	2.37
1958	46.61	2.15
1963	50.52	1.98
1967	55.77	1.79
1972	70.58	1.42
1977	100.00	1.00
1978	107.31	.93
1979	116.80	.86

Source: Economic Report of the President, 1981. Table B-3, Implicit price deflators for Gross National Product, 1929-1980, p.236.



Table 2  
SALES PER EMPLOYEE  
ANNUAL AVERAGE CHANGE BY INDUSTRY  
SMSA AND BOSTON

<u>Industry</u>	<u>SMSA</u>	<u>City</u>
Building Materials	\$ 799	\$ 331
General Merchandise	380	-292
Food Stores	-120	417
Automotive and Gas	642	516
Apparel and Accessories	-495	137
Furniture, Home Furnishings Appliances, and Music	-132	-202
Eating and Drinking	-153	90
Miscellaneous Retail	144	568
Total	-403	105

Derivation: SMSA - Change between 1958 and 1977 sales per employee averaged for 19 years.

CITY - Change between 1948 and 1977 sales per employee averaged for 29 years.

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## CBD AND BACK BAY 1978 AND 1979 EMPLOYMENT DERIVATION

CBD (CENTRAL BUSINESS DISTRICT)

	(1)	(2)	(3)	(4)
Industry	1977	Percent	1978	1979
<u>Sic</u>	<u>Employment</u>	<u>Distribution</u>	<u>Employment</u>	<u>Employment</u>
52	40	.25	37	38
53	6,679	45.7	6,768	6,903
54	458	3.1	459	468
55	36	.25	37	38
56	1,370	9.4	1,392	1,420
57	231	1.6	237	242
58	4,156	28.5	4,221	4,305
59	1,631	11.2	1,659	1,692
Total	14,601	100.0%	14,810	15,106

CBD % City 1977 = 27.1530.    Employment 1978 = 14,810  
Employment 1979 = 15,106

## BACK BAY

	(1)	(2)	(3)	(4)
Industry	1977	Percent	1978	1979
<u>Sic</u>	<u>Employment</u>	<u>Distribution</u>	<u>Employment</u>	<u>Employment</u>
52	-	-	-	-
53	-	-	-	-
54	274	7.6	279	285
55	-	-	-	-
56	1,055	29.1	1,069	1,090
57	127	3.5	129	131
58	1,502	41.5	1,524	1,555
59	-	-	-	-
Total	3,621	100.0%	3,673	3,746

Back Bay % City 1977 = 6.7338    Employment 1978 = 3,673  
Employment 1979 = 3,746



## CBD AND BACK BAY 1978 AND 1979 ESTABLISHMENTS DERIVATION

	(1)	(2)	(3)	(4)
Industry	1977	Percent	1978	1979
<u>Sic</u>	<u>Establishments</u>	<u>Distribution</u>	<u>Establishments</u>	<u>Establishments</u>
52	7	.8	7	8
53	18	1.9	18	18
54	76	8.1	77	79
55	18	1.9	18	18
56	127	13.5	128	131
57	33	3.5	33	34
58	309	33.0	312	320
59	350	37.3	353	362
Total	938	100.0%	946	970

## BACK BAY

	(1)	(2)	(3)	(4)
Industry	1977	1977	1978	1979
<u>Sic</u>	<u>Establishments</u>	<u>Percent</u>	<u>Establishments</u>	<u>Establishments</u>
		<u>Distribution</u>		
-52	2	.8	2	2
53	3	1.3	3	3
54	14	5.9	14	15
55	1	.4	1	1
56	73	30.8	74	75
57	24	10.1	24	25
58	46	19.4	46	48
59	74	31.2	75	76
Total	237	100.0%	239	245

Back Bay % City 1977 = 6.8103.      Establishments, 1978 = 239  
Establishments, 1979 = 245

Table 5  
DERIVATION OF SALES PER EMPLOYEE

CBD  
(as Percent Share of City)

Industry Sic	1977			1978		1979	
	City	CBD	CBD % of City	City	CBD	City	CBD
Total	33,692	31,745	.94	33,797	31,769	33,759	31,733
52	36,615	52,050	1.42	36,947	52,465	37,279	52,936
53	27,639	28,973	1.05	27,055	28,408	26,763	28,101
54	47,544	55,681	1.17	47,961	56,114	48,378	56,602
55	70,197	118,000	1.68	70,713	118,798	71,229	119,665
56	31,569	37,855	1.20	31,706	38,047	31,842	38,210
57	36,388	55,502	1.53	36,186	55,365	35,984	55,056
58	18,057	20,251	1.12	18,147	20,325	18,237	20,425
59	51,543	54,766	1.06	52,111	55,238	52,679	55,840

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Source: Retail Trade Tables, BRA Research Department











